THE COIN MACHINE REVIEW

July 1947

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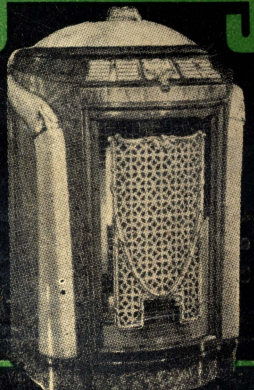

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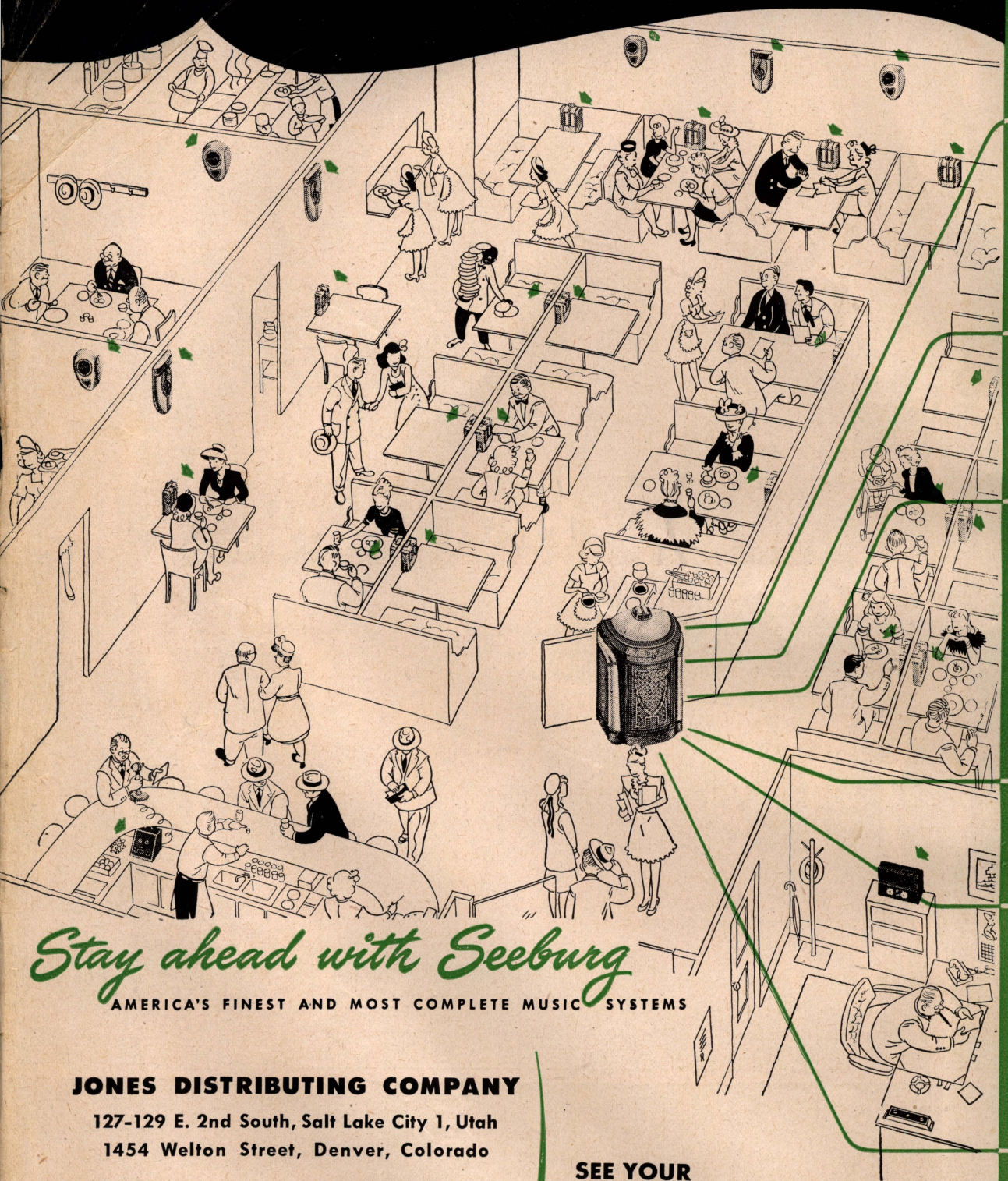

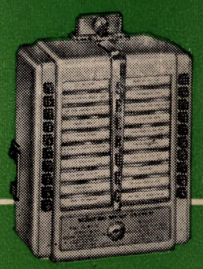

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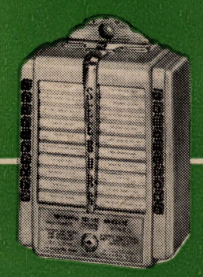

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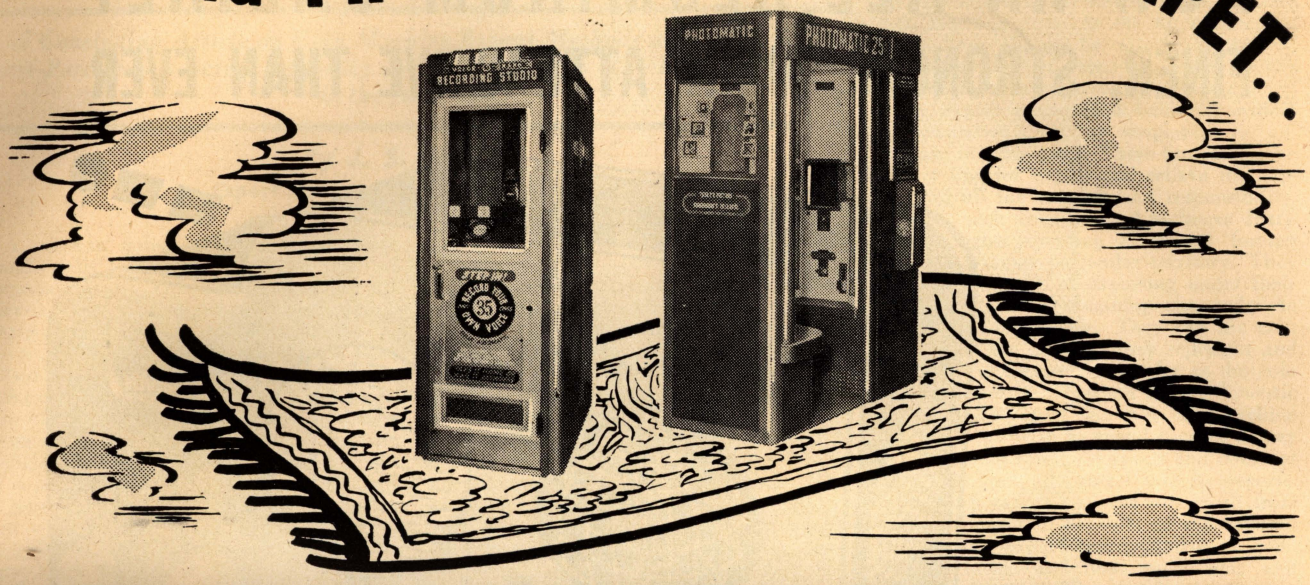

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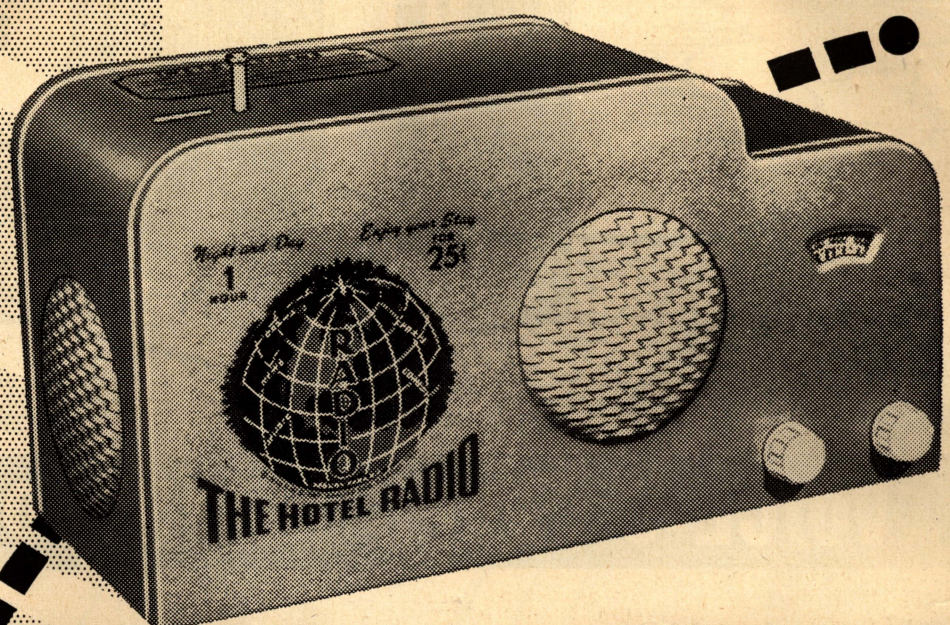

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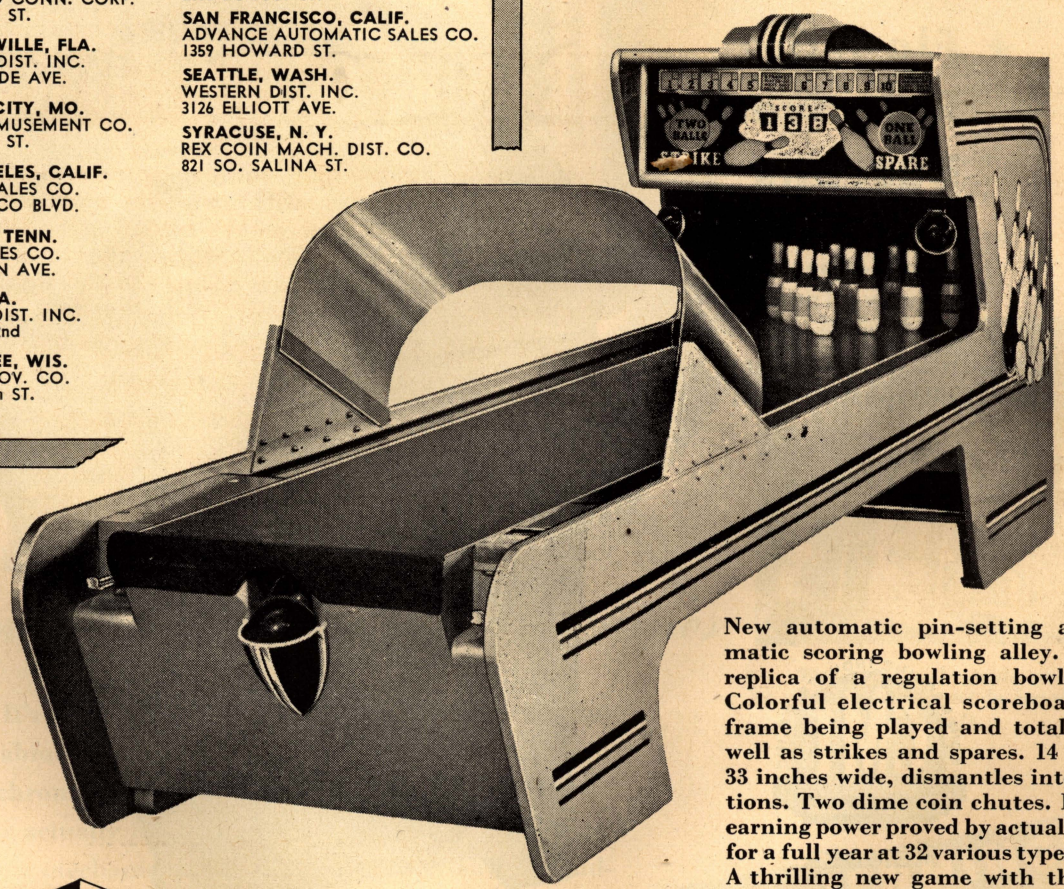

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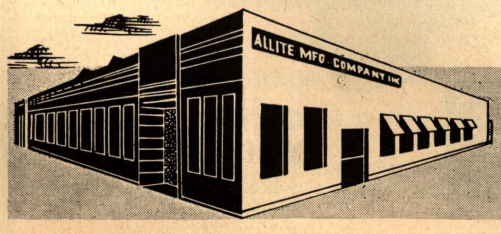

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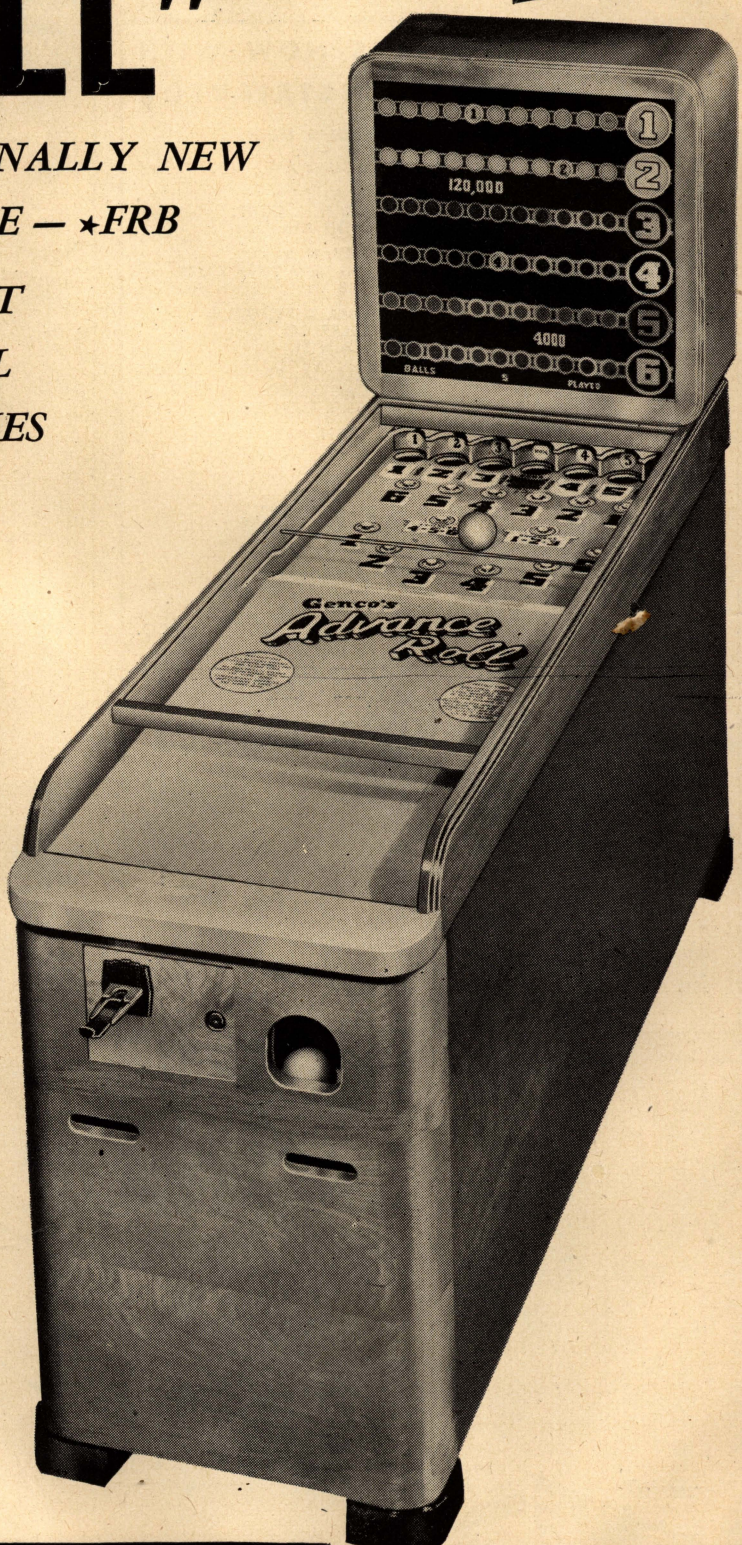

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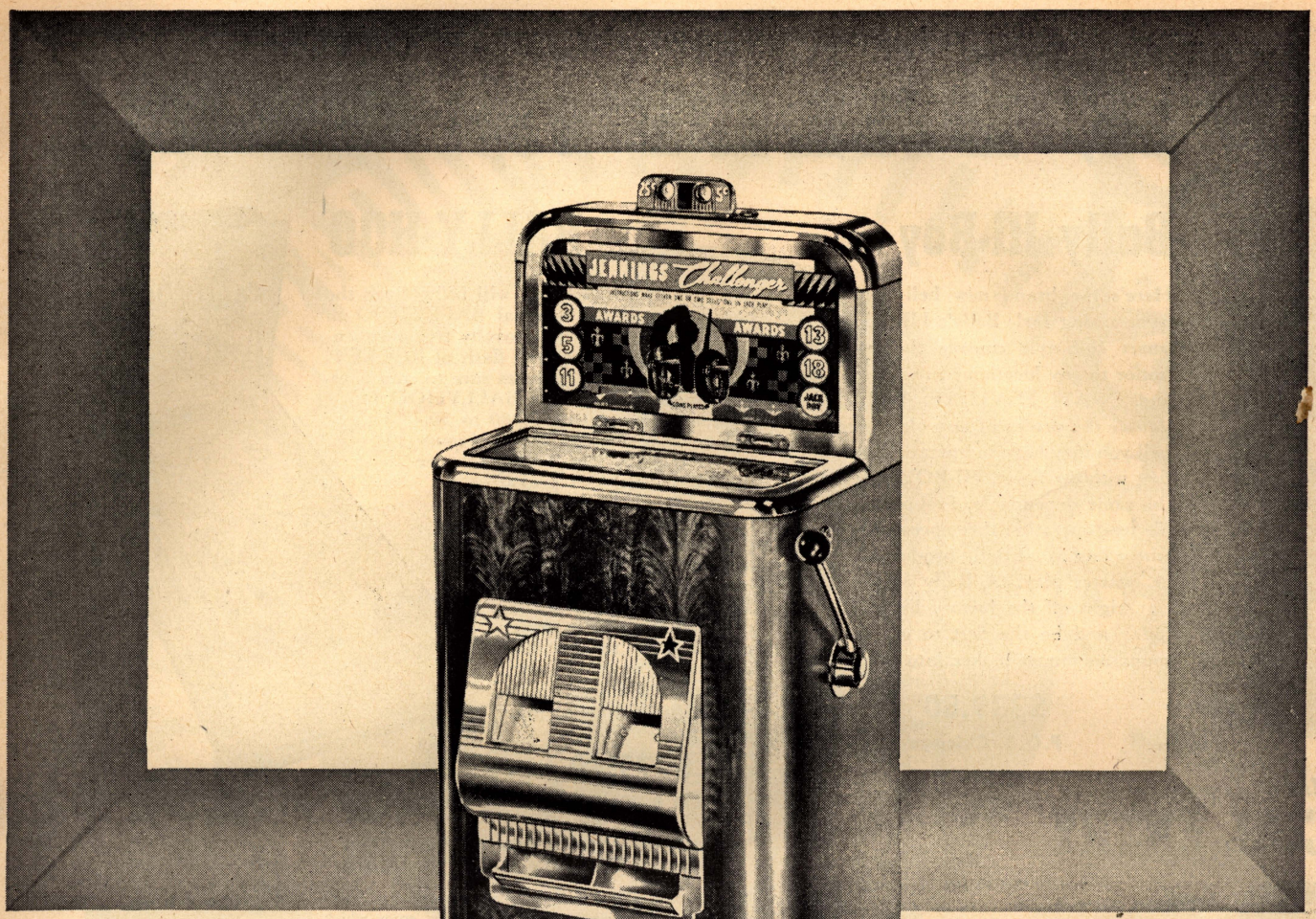

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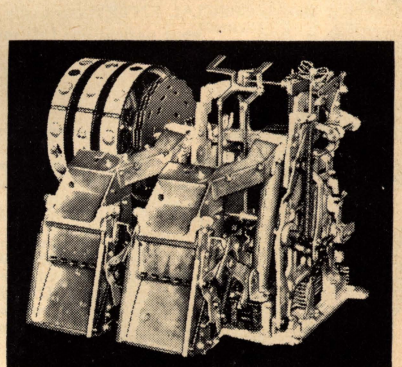

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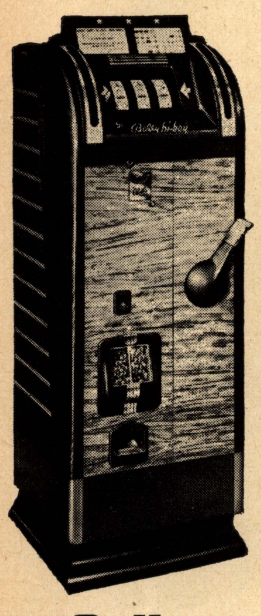

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THE COIN MACHINE REVIEW

JULY, 1947

The 168th CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Walter W. Hurd, Executive Editor; Clarence G. Beardslee, Advertising Manager; Louis Karnofsky, Associate Editor. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $3.00 for 2 years—minimum term accepted; 50c per copy.

Manufacturers Vote for Annual January Show Date

CHICAGO—A big majority of the members of Coin Machine Industries, Inc., voted to keep January 19, 1948 as the date for the next annual convention, and also to keep that week as the regular annual show week, according to James A. Gilmore, secretary-manager of the association.

Since the dates of January 19 to 22 had been announced as the time for the next annual convention, a number of suggestions had been received from members and others that the show be changed to a December date. Most suggestions mentioned that if the convention date be changed to December, it should be as long before the holidays as could be obtained.

In order to pass on the suggestions, CMI sent ballots to all manufacturer-exhibitor members and requested their vote on the following three questions:

1. Do you favor the next show week of January 19, 1948 as now scheduled, and to establish that week as the regular convention week for following years?
2. Or, hold next show the week of January 19, 1948, as now scheduled. Then schedule following shows for week of December 13, 1948 and corresponding week of December, 1949?
3. Or, hold next show the week of January 19, 1948, as now scheduled. Then hold no show until third week in December, 1949 and establish that week as the regular show week for the following years?

When ballots were returned to CMI headquarters the board of directors met in Chicago to consider the results. A com-

(See SHOW DATES, Page 12)

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Travel Heavy, Spending Light As Tourist Season Starts

by WALTER W. HURD

CHICAGO—The 1947 tourist season got off to a slow start and the coin machine trade had to look forward to the hot weather of July to see what the summer season would actually mean in machine patronage. Memorial Day as a preliminary tipoff on summer business was a complete washout in a literal sense. An unusually late spring hit more than half of the country, including the entire north central section.

All who cater to summer trade looked forward to July 4 as the next trade index, when bad weather spoiled the holiday in May.

Manufacturers of amusement games were cheered by an increasing demand for games which started in April and was credited to the desire of operators to get new machines ready for summer locations. Operators find their games used during the war now pretty old for appealing to people out to enjoy the summer months. But manufacturers could not meet the demand for many of the new games now on the market, since shortages of parts and materials still handicap the output of machines.

Since the war, established operators have been inclined to hold on to good locations in the cities and towns and the percentage of shifting of amusement machines may be smaller this year. Some of the northern resort areas, including Minnesota and Wisconsin, have set up legal barriers and bells and payouts may not be so readily available for summer customers in these areas.

While amusement and diversion is the chief object of summer tourists, they do not look for games and music machines alone. Manufacturers of soft drink and ice cream vendors made every effort to get as many machines out as possible this summer to capitalize on the season. This might have been the summer of great expansion for such machines but for the fact that shortages delayed output. The industry will have to wait for another summer to see fully what the refrigerated dispensers can do in catering to summer trade.

Early reports suggested that most of the soft drink dispensers were sent to southern states in order to cash in on the long summer season. Some of the most modern types of vendors, with money changers and all, could be seen in small southern towns. Reports from some of the northern states said a postwar model of a soft drink vendor could hardly be seen. If anyone guesses that games operators are the chief ones who place their machines to cater to the traveling public, he needs to take note of where the soft drink vendors are placed. Bus and railway stations, gas stations and highway eating places are getting the drink dispensers as fast as they can be made and all with the idea of serving the traveler.

Baseball parks have already assumed new meaning to the coin machine industry and this includes the deluxe machines, like photo machines and voice recorders, and elaborate vendors. Makers of the coffee vendors say ball parks will bring business for these dispensers.

The present summer is very likely to emphasize the fact that tourist travel spreads its benefits to a much wider variety of machines than merely amusement devices.

Summer travel shifts the scene of business activity in the same city as well as in different sections of the country. For years operators of playrooms and arcades in some of the suburban stations in Chicago have noted as much as a 40 to 50 per cent increase in business, while at the same time operators of arcades in shop-

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ping and residential areas might note an almost equal decrease in business. The usual shift appeared to be setting in this year as this report is written.

Attempts to gauge the probable grand total of tourist business this year are subject to the usual unknown factors. A radio newscast at the moment has announced the possibilty of the return of gas rationing, and that would certainly put a crimp in summer business for the coin machine trade all over. By the time this issue reaches our readers, some solution may be found. Not much publicity was given to the growing shortage of gasoline during the spring months, but it was happening and independent dealers at first accused the big oil companies of getting more than their share.

Data on new cars at the beginning of the second half of the year also was not too encouraging, although output was at a rate of about 100,000 cars and trucks per week. The auto industry was hoping it could maintain the rate during the year but even then could not meet the demand for new cars. Then the prospect of a coal strike began to dampen bright hopes for auto makers.

Railroads contributed their share to boosting summer travel by starting several new and modern trains. Some of these are even expected to introduce innovations in coin-operated self-service in time. The trend in the new coach trains especially is to find more economical ways to serve food and drinks to the traveling public. The public would see much more in these self-service innovations but for the shortages in materials. Experimental work in developing entirely new dispensers for such uses as modern trains has been seriously handicapped. The railroads and machine makers know it can be done and eventually self-service in the form of coin operation will be on some modern trains.

Railroads threw one question mark into the summer travel world on June 1. A fairly general hike in passenger fares went into effect and since the proposed increase had been announced some days previous, there was a rush by many people to get vacation tickets in advance of June 1, thus using the 90 day clause. Travel agencies and ticket offices tried to guess from this at the probable volume of summer travel, but no information of value could be developed. Railroads had to face the fact of a 37 per cent decrease in passenger travel for March and that was not such a good indicator for the coming summer. Trains were quietly discontinued but the new streamliners added made up for the withdrawals to some extent.

Government reports on retail trade for April shed some light on summer business trends. Filling stations set an average gain of about 10 per cent in April as compared with one year ago, and such stations are always a good index to how much people are traveling. Gas stations must now be considered as among the most popular types of coin machine locations also. The big oil companies had plans drawn up for building more roomy stations but the plans will probably not be carried out this year. Gas stations are mushrooming in number as new ones open.

Eating and drinking places gained slightly in April as compared with March and drug stores found their trade shifting more to summer items. But some of these gains were simply a reflection of high prices, and 1946 was not a normal year for purposes of comparison. The gains in trade did indicate that people have money to spend and are spending it in places that cater to people on the go.

The South feels the first stimulation from warm weather and early reports from this section are often regarded as a barometer of general spending trends. Operators in the southern states have reported that people definitely are not spending money as freely as they did one year ago. This applies even to the play of coin machines. Most reports say people go to summer amusement spots in as great numbers as ever, but the per capita spending is less. Some operators of traveling arcades dropped out for the season after a trial in the Deep South.

These were early reports and the late spring in the north central states did not permit a normal seasonal trade to make comparisons.

The usual promotional boosts for summer travel were put into action on regular time. More sections of the country received publicity boosts this year than has been true previously, and a few more states joined the parade of states that appropriate funds to advertise for tourists. But here a lack of revenue began to show up in some states. Newspapers said eastern cities were doing more to attract customers from the Midwest than ever before.

Canada and Mexico put on a little extra effort this summer to attract tourists. Mexico cut the border entry fees and also announced that proper health safeguards had been set up. Canada needed American dollars more than ever and so made special appeal to tourists.

As July 1 ushered in the second half of the year, the big question in every operator's mind related to how freely would people spend. Wherever an operator had a machine in a retail establishment, the location owner would recite instances to show that people are holding onto their money. Machines take only small coins but would the people hold on to these coins, too? The customers themselves were also talking about these things and a big psychological background had been built up. Here and there plant layoffs received wide publicity and upset local business, but the national level of employment stood at the top.

The most encouraging features for the coin machine trade, as real summer began, were that no overcrowding of machines existed in the amusement and vending machine fields—and millions of people were traveling. Music operators had already met a considerable drop in their play and now the summer travel was beginning to boost a good many of their spots.

SHOW DATES

(Continued from Page 11)

paratively few members had voted for the second proposition of holding the next convention in January, as now scheduled, and then changing to a December date for annual conventions thereafter. The number voting for the third plan was almost negligible, Gilmore said.

The ballot on the second proposition informed members that the week of December 13, 1948 is the earliest possible time in which convention dates are available in Chicago hotels big enough to accommodate the coin machine show.

On the basis of the returned ballots, with such a big majority voting to keep the January dates as a permanent schedule for the annual shows, the directors confirmed the date of the next annual convention as January 19 to 22, 1948. The board also decided on January 17 to 20, 1949 as the succeeding show date, in order to make sure of getting a reservation for the date.

CMI plans to mail floor plans and exhibit contracts for the 1948 convention to members only, so that they will have them in their mail on the morning of September 2.

Gilmore said plans would be well laid during the coming months, before September 2, to make the next convention "the BIG coin machine show this coming winter. All manufacturers, distributors and operators will be invited to attend and make the convention bigger and better than ever before."

Since a number of people in the trade during past years have suggested an annual convention date late in October or early November, CMI officials explained there would be many things in favor of such a date but other trade conventions have all hotels reserved during those months. Due to the bigness of the annual coin machine conventions, it is always a problem to get a hotel big enough to accommodate the exhibits.

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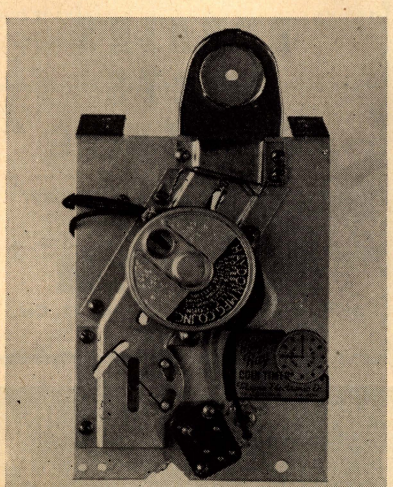

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SUMMER OUTLOOK. June reports suggested good seasonal increases in play of amusement games, and to a lesser extent, phonographs. Increases would be good but final totals not equal to last summer. Big question mark in all trades speculates on how freely will people spend their money on summer travel and amusements. Early summer reports suggested people would travel as much as usual but spend less per capita. A late spring delayed the tourist season in many sections.

MACHINE SALES. During June the supply of amusement games was not equal to demand; operators were trying to hold present locations and also take on the summer spots; many of the games used during the war are now getting very old. Summer trade began to boost phono play and also demand for new machines; new music operators were being enlisted in some sections. Many sections reported that supply of new cigarette and candy bar vendors is not equal to demand. Sales of bulk vendors were increasing steadily and some new operators are coming into this field. Legal changes in some states boosted the sale of replay and novelty games.

MANUFACTURING. One observer said that by June 1 manufacturers of games were getting out of a slump that had lasted eight months. Materials continued to be spotty and to prevent meeting demand for games. One manufacturer had all metal parts for a big run of games but had delays in getting cabinets; another had to go to New York to get 1,000 ft. of copper wire; and so on. Slowness on delivery of parts and also prices on materials remained a major problem for manufacturers as the second half of the year started.

Manufacturers also explain that much more time is now required to turn out games. To turn out 8,000 games of one very popular make required several weeks, when it could have been done in three or four weeks before the war. Another games manufacturer said it required as much or more time to make a run of 2,500 games now than it did to run 5,000 in former years.

Manufacturers of vendors are more concerned with metals and more and more of them turn to aluminum. Manufacturers of phonographs find the supply of electronic parts increasing and a supply of machines has accumulated against slow demand. Early summer brought an increase in demand for phonographs.

SPENDING MONEY. Many lines of business have reported that people are holding on to their money. Big reason for decrease in phono play has been decrease in tavern trade, one of the first types of locations to feel a decrease in spending. Increases in food prices are cutting down spending for amusement.

PRICES. Propaganda against high prices in April had lost its force by June and major price trends started upward again. Downward price trends on some items, such as tires, lumber, etc., were regarded as spotty. In June prices were dropping slightly on some materials that go into candy.

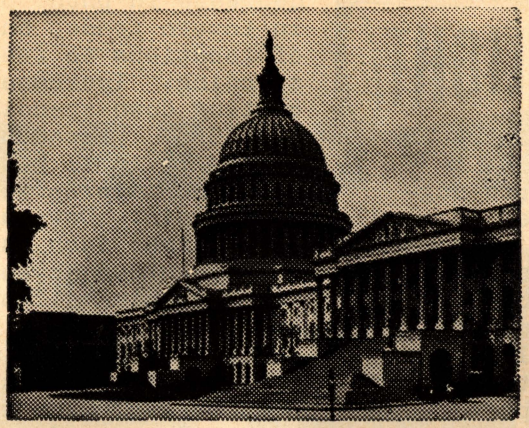
TRANSPORTATION. Operators face the prospect that new cars and trucks will come at a premium during the rest of the year. Reports from some centers suggest that operators are among the early buyers of new cars. Price reductions on tires and tubes were encouraging. Early in June reports began to circulate about a gas shortage, but reports were conflicting. Needs for national preparedness program seemed to be at root of gas situation.

COPYRIGHTS. Three bills appeared in Congress to make changes in copyright law. One bill aimed chiefly at amending 1909 copyright law so that commercial phonographs would be subject to pay special fees to copyright owners. This was the eleventh session in which such a bill has appeared and powerful organizations have supported them. This is the first year a public hearing has been given by a Congressional committee and at least a dozen men went to Washington to one or more of three different hearings to speak for the phonograph trade. Representatives of the trade played for time in order to delay bill in committee as much as possible; but strongest hope came from the fact that sharp division developed among the half dozen or so organizations that have been pushing the amended copyright bills for years. At this writing, there are fears that one or more of the bills might pass the House, but trade leaders do not expect that a bill opening phonographs up to special assessments would get through the Senate this year.

SUGAR. The big topic in the candy, soft drink and chewing gum trades is still sugar. During June pressure increased for industrial decontrol of Sugar and by the time this issue of THE REVIEW reaches our readers, decontrol may already be a fact. Many trade leaders have wagered that controls would be removed sometime in July; the number who expect controls to last to October 31 dropped considerably during June.

COFFEE VENDORS. With at least three makes of coffee dispensers getting onto the market this summer, it appears that by fall operators may have a full new field to consider. Makers of the coffee machines say workers in plants will buy more hot coffee than any other item; also say that coffee vendors will be used to relieve congestion at lunch counters.

From The Nation's Capitol



Reported by
ROY S. RAMSEY

Tax Collections Up

Though monthly tax figures on coin machines collected by the Bureau of Internal Revenue so far this year occasionally show a drop over similar periods in 1946, total revenue from this source during the 1947 fiscal year (July '46-June '47) will be well ahead of the 1946 fiscal year when final returns are calculated. For instance, April '47 brought in only $265,682 from the coin machine tax, while the April '46 figure was $331,205. On the other hand, Revenue Bureau officials predict that the 1947 fiscal year will top 1946 by almost $4,000,000 in returns from coin machines. Total amount collected in the 1946 fiscal year was in the neighborhood of $16,000,000.

Cigarette taxes collected in April of this year amounted to $96,226,489—an increase of about $7,000,000 over the previous April. The tax on bowling alleys and pool tables brought the government $47,343 in April '47, a drop of $5,549 over the previous April.

Music Men Protest Law

Automatic music men invaded Capitol Hill recently to register a strong protest with a House Judiciary subcommittee on a measure to end the exemption from copyright law now enjoyed by coin phonos. (See separate story this issue). Among those listed by the House group in opposition to the bill were: Irving B. Ackerman, Michigan Automatic Phonograph Owners Assn.; Albert S. Denver, president of Automatic Music Operators' Assn., of New York; Sol L. Kesselman, Music Guild of America; Jack Shepherd, Phonograph Operators' Assn. of Eastern Pennsylvania; and Sidney Levine, Automatic Music Operators' Assn. Also opposed to the measure was Ralph E. Curtiss, attorney for the Assn. of Tavern Operators.

Protest Excise Tax Continuance

Another hearing of interest to coin phonograph operators was held a few weeks ago by the House Ways and Means Committee. As part of a general discussion of revising federal tax policy in 1948, the committee heard opponents of a continuation of the excise tax on radio sets, phonographs, and component parts. Both the National Assn. of Broadcasters and the Radio Manufacturers Assn. protested against the tax. As a substitute, one witness suggested that a heavy tax be placed on radio tubes and that other excises on the instruments be dropped. Most members of the Ways and Means Committee appeared cool to any change in this excise levy.

Double Life in Arcades

Local arcade operators in the 9th Street section of Washington have found a way of increasing their over-all profits. When a coin machine reaches the battered stage, they don't junk it. Instead, they convert it to penny play and move it to the back of the arcade. A steady stream of plays results from people whose pocket money can't afford the better nickel machines.

Candy Sales Up 42 Per cent

Increase in the price of candy bars is being pointed up in recent statistics compiled by the Department of Commerce. During April, some 66½ million pounds of bars were sold by the 34 leading makers for a total price of $23,455,000—an average of about 35 cents per pound. Total candy bars sold in April '46 were almost identical with those in April '47, but brought only $15,781,000—an average price of only 24 cents per pound. Total dollar sales of all types of candy in April were 42 per cent above April a year ago, but were 4 per cent under sales in March, Commerce Department reports.

Bottle Shortage Near End

Production of soft drink bottles is on a spree, according to the Commerce Department. Almost 950,000 gross were made during April, an increase of about 10 per cent over March figures. Production of beer bottles showed an even higher increase. The 1,273,082 containers made in April represented an increase of 16 per cent over the previous month. It appears that the bottle shortage which troubled venders last year is about at an end.

Hotel Radios Stolen

Thomas J. Walker, Jr., of Radio-Matic Corp. here, is contemplating chaining his coin-operated radios to the walls after a recent theft wave reduced his supply by eight. The missing radios had been installed in four different local hotels, Walker told police. Raleigh Hotel lost four, Ebbitt Hotel lost two, and the Dodge and Willard lost one each. Value of the eight radios was $200, Walker said.

Exhibit Pushing Card Vendors for Arcades

CHICAGO—Although recognizing that a late spring has delayed the summer pickup for the trade, Perc Smith, head of the arcade division of Exhibit Supply Co., is an optimist about the final outcome. He says that in his many years in the business he has seen many a late spring, only to find that business during July and August would establish a record.

Smith recommends the post card vendor, made by Exhibit, as a profitable machine for operators that serve summer locations. They are considered a must for arcades, he said, and are also being placed in locations around or near baseball parks and are proving real money-getters.

Exhibit keeps its presses busy on printing cards for the vendors and at the present time the series of baseball players is a big hit, Smith says.

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Pin Ball — A Major Sport

By James T. Mangan

Director, CMI Public Relations Bureau

The Coin Machine Industry's most gifted writer tells in this article why pin ball clicks with the American people. The article will undoubtedly become the most able defense of pin games yet published. Plans are under way for attractive bulletin copies to be made available to the trade.

●

Pin ball has suddenly reached the status of a major sport. Statisticians, in finding out that more people watched basketball than baseball, that 20,000,000 Americans indulged in bowling, and that many millions more engaged in sports that most of us considered trivial and obscure, suddenly published the figure that 40,000,000 people played pin ball at some time or other during the year.

Then came the question—can 40,000,000 people be crazy? If pin ball is as silly, ridiculous, and moronic as some super-critics of American activities had supposed it to be, why should 40,000,000 ablebodied and unhandcuffed men and women not only take it up *but keep it up?*

For a game is not something you just throw at people. They have something to say about whether they will play it or not and they are always brutal and ruthless in telling you either that the game is worthless or that it pleases them. As a matter of fact, a pin game is not a bit different from a Broadway show. It is made for entertainment and amusement. It deals primarily in the elements of interest, suspense, and amusement. Unless it delivers these elements, it flops miserably just like the poor show. No designer or manufacturer of pin games can guarantee in advance that any particular game will be a hit. He tries to make them all hits, but only about one out of four reach the "hit" status. He, just like the Broadway producer, knows that he doesn't know everything about human nature.

So, now, university professors of psychology, economics, mathematics, yes, even chemistry, have suddenly taken the pin game to their bosoms and admitted that this phenomenon is a thing worthy of their special study. Students have been given the pin game as a subject for their graduating theses and every week Coin Machine Industries Public Relations Bureau receives requests from these students for material with which to complete their theses. Everyone, who is in any way concerned with the psychology of human behavior, considers pin ball as a prime object of study.

Did pin ball come of age overnight? Did all this happen in the last couple of months?

A Fifteen Year Sensation

Pin ball is a lot more than an overnight news story. Pin ball *is actually a fifteen year sensation*—it has been a blazing success for a decade and a half, and it is only the traditional slowness of American critics that suddenly recognizes the true worth of this major sport *fifteen years after it has established itself.* But the pin ball fraternity doesn't feel too bad about this delayed recognition. Pin ball people realize that it took golf about a hundred years to catch on, that baseball wasn't really much for its first fifty years, that all games which Americans take to their hearts have had to serve long periods of waiting before receiving the universal okeh. In view of such a condition, pin ball has probably outstripped every other major sport in speed of acceptance.

Several thousand years ago ancient soothsayers used to select heavy round stones and throw them up the hillside to watch the stones roll back downhill and lodge in little hollows and declivities. If it was a ten stone game demonstration, the soothsayers had a lengthy fortune to tell about an individual's future, or a nation's welfare. Then the game slept for a couple of thousand years, only to reawaken in the form of "bagatelle" which had quite a run about seventy years ago when it was considered an indispensable adjunct of every American home. It kept on being popular for a couple of decades and again faded out.

Suddenly, about 1931, official pin ball was born in the form of a coin-operated, completely automatic game. The coin-operated game furnished the player something that was missing in the machinations of the soothsayer and the bagatelle experts.

Less Work In Playing

Because a coin machine must be entirely automatic, the original pin games had to be designed so that the board and balls were under glass, and a new game could be set up for play in a second after the old game was finished. As the player deposited his coin, he unknowingly dropped the dead balls from the previous game through holes or gutter traps, and they rolled down a second slanting board lying under the pin board proper into position for lifting for the shot.

In shooting a pin ball shot, the only work the player has to do, which is in no way connected with the game action itself, is to lift the ball into shooting position. This feature of 99 per cent game and 1 per cent work is a big feature which most sports lack. A ball player has to do a lot of moving and walking not connected with the actual playing of baseball; a golfer has to step a hundred or two hundred yards between shots; but a pin ball player has only the very light duty of lifting his ball into position before he shoots it. He doesn't have to work. He has more time to spend on the concentration on the game proper. His muscles don't get tired. He doesn't need a strong back.

Pin ball is a clean game. The player doesn't get his hands dirty because the ball lift and handle are well polished from constant play. His hands never touch the balls or the board. There being a minimum of physical exertion, the player doesn't have to remove his coat for fear of working up a sweat. His clothes stay clean and in press. No game ever treated the player with more respect for his physical comfort and well being. On a normal night in summer a thousand or more young Americans suffer accidents playing the universally loved and respected game of softball; the pin ball player gets all the excitement, suspense and competitive thrills of softball and never has to see a doctor to have any wounds treated.

Psychologists Ask "Why Pin Ball?"

Now the psychologists are asking, "Why pin ball?" Where does this game get its hold on the players? The loose or flippant answer may be "escapism"—the desire of the subconscious to run away from the cares and burden of real life and submerge itself in an absorbing game dealing only in points. But that seems too ready-made an answer.

I like to explain the widespread acceptance of pin ball in terms of what I call "hand hunger." Those of us who do not work with our hands to make a living, have hands just as hungry and anxious for work as those of the bricklayer or carpenter. When the bricklayer finishes his day's work his hands are satisfied. But a salesman, a clerk, or an office worker too seldom finds the proper food for his hands in his daily work. So he takes up a game like golf, billiards, or bowling to give his hands the expression that nature demands for them. And hungry hands are best fed when they are addressed to assignments calling for the use of skill.

In spite of the general skepticism concerning the amount of skill involved in playing pin ball, I maintain the real success of every pin ball game rests on its containing a generous amount of three different kinds of skill.

First, the game must have *immediate skill.* The player without any previous experience must be able to step up and shoot a creditable game—sometimes making a score far better than that turned in by veterans. This immediate skill offers the rich encouragement that makes new players into enthusiasts.

Second, pin ball has the *illusion of skill.* Many a good shot in pin ball (such as many a shot in billiards) is the result of sheer accident. However, all good pin games are so designed that these "accidents" allow the player enough material to claim that the good result was caused by scientific intention. He kids himself into thinking he is good, when he really isn't. Of course, the illusion of skill is not really skill at all, but it is necessary in a good game.

Third, pin games require a very definite per cent of *pure skill.* Of course, pin ball is not entirely composed of pure skill for then the game would not be practical because the very skillful would get a great deal more out of the game and the less skillful would not receive their proper share of pleasure and amusement. But it is a known fact that many players have developed an extraordinary sensitivity of touch; can shoot the ball to travel down one side or other of the board or the direct center; can use experienced judgment in making the course of the travelling ball favor the shooter. Many players of this type constantly produce scores that are far above average and many a layman gets a night's enjoyment out of watching a pin game craftsman playing for hours, without having any desire to touch the game himself. It is much the same thrill as watching a pro golfer or billiard player at work.

They Shoot For Points

The motive of the pin game addict is fantastic. He shoots for points. He is satisfied if he gets a high score; he is disappointed with a low one. He loves points more than he loves material rewards. It would be difficult to find a game where there is less

materialism in the heart of the player than there is in pin ball. I know that this is a little hard to believe. The following excerpt from a *Collier's* article will give you the attitude of Tex Hughson, Red Sox baseball pitcher:

"Deep in the heart of Tex Hughson there is a consuming, almost a crusading, urge to become the champion pin ball machine player in the major leagues.

"Hughson, a tall, dark, determined party, who was incongruously christened Cecil in the range country of Texas thirty-one years ago, trains for this bauble of flickering lights, rubber bumpers and bells with the same enthusiasm he expends in pitching baseballs for the Boston Red Sox.

"In any hotel on the baseball circuit where the management has installed these gimmicks, Hughson can be found manipulating the plunger. Most of his waking hours, except the time spent in uniform, Tex passes seeing how high he can run his score without registering a tilt.

"One such afternoon in Philadelphia, while the Red Sox idled before a night game, Hughson was so engaged when a hotel guest, ten feet away, shook his head in incomprehension.

" 'Look at those ballplayers', he complained. 'Work two hours a day. Then they waste the rest of the day and their money watching little balls rolling around a machine.'

"Had Hughson heard the busybody, he would have beguiled him with a two-hour dissertation on why pin balls are good for the soul, particularly one belonging to a pitcher."

Or, if you want to see the purest, most wholesome type of game activity in the field of recreation, just sit or stand around a pin game in a hotel lobby some evening and watch and listen to a group of men playing the game. Their interest is deep and sincere beyond words; they love what they are doing and observing; all viciousness has departed; their souls are laid bare and *their souls will look all right to you!*

They have even developed a "pin game code of courtesy" that is followed religiously in pin game locations in Big City, Middletown and Smalltown, U.S.A. When there are many players and only one table, no one player holds the table too long. It was unnecessary for us to write Emily Post about pin game etiquette, but we, at CMI Public Relations Bureau thought we would, anyhow, asking Emily what a player at a table should do about the others, when others were waiting. We received this typical Emily Post reply:

"When others are watching they should be asked if they would like to play and if they are waiting, then after a game, or possibly two—depending how long it takes—the table should be relinquished."

It is usual, rather than unusual, to see a player, deeply immersed and in love with the table, courteously look around after he has played a few times, and ask the onlookers if they care to play. This man, giving up the table, doesn't want to give it up. But he has so much respect for the appeal of the game and so much understanding of how strong this same appeal is for others, that he turns it over to them for a few rounds—then comes back to it! Tens of thousands of times a whole evening is passed by a group of players, playing and surrendering the table to one another, almost as much interested in the other man's game as in their own. I do not think any other sport in America can boast of such grand consideration on the part of players.

Pin Sport Thrives on Variety

Of modern pin tables, perhaps 2,500 individual tables have been designed and manufactured in the past 15 years. Each manufacturer is everlastingly trying to get the jump on his competitors by bringing out something new. Sometimes the "something new" doesn't click and the feature fades into oblivion. Sometimes the new feature takes hold like wildfire and pretty soon becomes a standard adjunct of all games. The pin game today is a marvelous example of action through electronics and the bumping, scoring, lighting and agitating devices on the tables have developed a technology that proved indispensable to the Army and Navy when they called on our factories during the war to manufacture some of the most sensitive and intricate detection devices for attack and defense.

The uninformed person thinks one pin table is just like another. The dyed-in-the-wool player, however, knows the big difference that exists and very often goes blocks out of his way to find the location that has exactly the kind of table that best challenges his skill. People who have never played pin ball think many of the latest tables with their complicated scoring systems are too hard to understand. But if these people will spend a nickel or two to play the game a couple of times, they will find that their brains have bridged the chasm from simple arithmetic to calculus in a few minutes. Playing pin ball produces immediate understanding!

Each individual pin game contains an infinite variety of action. It is almost mathematically impossible for two games of pin ball to give action that is identically the same. W. A. Patzer, chief engineer of a member factory of Coin Machine Industries, Inc., studied mathematics at the University of Bonn, Germany, under Alfred Einstein and compiled the following interesting figures. On a table having 12 bumpers and five balls, a given player has one chance in 720,000,000 of ever seeing two games with ball action and angles exactly alike. The possibility of two identical games in every minute respect, occurring in succession are one in a vigintillion. That means 1,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000.

Tribute to Pin Ball

The writer of this article has been connected with sports and recreation for more than forty years, and has held the title of champion top spinner of the world for thirty-seven years. I have played nearly all major American sports with old men, with middle-aged men, with young men and with kids. I am not a pin game fanatic for the simple reason that it is difficult for me, in the city in which I live, to find a place to play pin ball unless I go to a friend's rumpus room. I do play the game when I travel and would like to play it every day.

I have intensively studied the sport since it sprang into prominence in this country 15 years ago. I know of no sport that offers more fun to the American people, fun with not a trace of harm or danger attached to it. A man can drop into the corner drug store and spend a few nickels and receive a half hour's joyous amusement, which helps distract him from his worries, refreshes his brain, and gives him a new lease on life. The game is so wholesome that it is impossible for bad or vicious thoughts or intentions to enter his mind while he is playing or watching it played. It is the cleanest sport ever offered to the American public.

So, naturally, I get het up when some glib commentator who has never played the game, and is too dumb to know that 40,000,000 Americans love it, casts aspersions on this sport by trying to infer it is something other than what it is. If any critic of pin ball is reading this, and wants to be fair, all I ask of him is to take an hour off some evening, drop into a few locations, play a few games, and study pin ball and pin ball players. His eyes will be opened and he will instantly change from a wet dishrag to a raving pin game enthusiast!

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Gottlieb Stars Lucky Star Shipments

CHICAGO—Deliveries of the game, *Lucky Star*, were being made to distributors during June, according to officials of D. Gottlieb & Co., and production was being put into full swing so that operators could be assured of full quantities in all parts of the country.

Dave Gottlieb, head of the firm, said the trade response to pre-release announcement was very encouraging and the information gained had been of great help to distributors. The game has a combination of features which have been gained by a quarter of a century in the manufacturing business, he said.

Lucky Star is described by the makers as a 5-ball replay game that offers "meteoric action" on the playing field. The high score appeal is featured in kick-out pockets which score as high as 15,000, giving additional action and the big high score mark set at 400,000. Replays are awarded for winning scores.

Export Trends and Hints

The Concluding Article on Coin Machine Export Methods and Trends. The First Part of this Series, Specially Written for THE REVIEW, Appeared in the June Issue.

By J. S. DUARTE
Export Manager, Badger Sales Co., Inc.

A coinman going into the export trade usually falls victim to one of two types of propaganda. He either hears that the export market is crammed with millions of foreigners all anxious to buy and easy to sell to, or he is told that foreign trade is so fouled up with red tape and that deals are so hard to close that it isn't worth the effort. The editors of THE REVIEW felt that their readers would profit from a more realistic picture of both the benefits and hazards of exporting and it was with that thought in mind that the first of these two articles was written. We pointed out last month that the export market for coin machines was large and profitable, but we also stressed the fact that in most cases exporting was bound to be a disappointment to those who thought it a quick way to make easy profits. In this second and concluding installment we will discuss the most common methods of exporting.

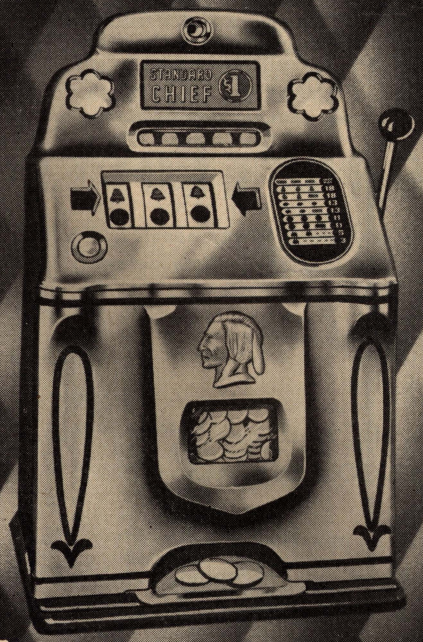
A thorny problem to new exporters—and even some old ones—is selecting the type of export distribution best suited to their needs. There are several methods of distribution available to the exporter and each has its merits and its drawbacks. The selection of the correct one is a matter of business judgment and individual circumstances.

An export department is the best answer to this problem though not practicable in all cases. This department can be large enough to be incorporated under its own name like Philco International Corp. and Studebaker Export Corp., or it may consist of only one or two persons whose time is devoted to handling foreign correspondence and sales. The advantages of having an export department are obvious. The exporter has absolute control over his export program; keeps in constant touch with developments; maintains supervision over all arrangements and deals made. The drawbacks are the expense involved and the difficulty in finding qualified personnel. An inexperienced or inept export manager can involve a firm in serious losses while a capable one may be too expensive if the volume of export sales is small. To overcome this difficulty some firms have banded together in export cooperatives or retained a combination export manager. The former have not been too successful, due to the competitive spirit of the average American business man which makes it hard for him to work in harness with others. The combination export manager can be very helpful to an exporter, but a great deal depends on the man himself and how many other firms he is representing in the same capacity. He should not represent more than one coin machine firm. At the same time, his other lines should be closely related or similar to coin-operated machines—radios and electrical appliances, for example.

An export commission house or export representative may be employed to advantage in some cases. These firms will take over a line for export and relieve the supplier of all the expense and responsibility. Usually, such firms demand exclusive distribution rights covering either all foreign markets or some particular territory. They handle all details of exporting under their own name, from obtaining the order to collecting for the sale. They buy the coin machines from the firm they represent and export them themselves—so far as the coin machine firm is concerned it is a domestic sale. This set-up is fine if a coin machine firm does not wish to spend time or money in developing foreign markets and does not care if it loses all control over its exports. How much export business will result from such a connection depends on the capabilities of the export representative or commission house and how much time and effort they are willing to devote to coin machines in preference to other lines that they carry.

Still another method which is frequently employed either by itself or in conjunction with others, is the use of one or more traveling salesmen. Their work is similar to that of traveling salesmen in this country. Naturally, they should have some familiarity with the languages and customs of the countries they cover. In some cases the executives of a firm will take over this work—taking occasional or frequent trips

BACK AGAIN — For Immediate Delivery



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Jones Distributing Co.

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abroad, both as pleasure jaunts and as a means of making business contacts. During such trips, distributors may be appointed and an efficient overseas distribution system set up.

Finally, there is the freight forwarder, also known as the freight expediter, who is usually a custom-house broker as well. Unquestionably, a good freight forwarder can be of great service to an exporter. Most exporters use them one way or another. But to rely on them exclusively for carrying on an export business is to invite trouble. No ethical freight forwarder will assume responsibility and the functions of an export department. A freight forwarder is actually a shipping space broker. By contracting for a certain minimum space in advance he obtains a reduced freight rate from steamship companies. He charges his customers the fixed or "conference" rates and the difference he keeps as his commission or profit. In addition, he charges fees for any additional work involved in making an export shipment; such as export packing, inland freight, consular documentation, cartage, marine insurance, etc. The more reliable forwarders will charge for these services at cost, depending for their profit on commissions from the export packers, the marine insurance companies, the truck lines, etc. Their working relationship with the railroads is very similar to that with the steamship companies; they act as consolidators of LCL shipments and the freight rate differential is their profit. All forwarders, even the reliable ones, will charge a fee for consular documentation beyond the actual cost of the documentation.

An exporter must keep in mind that a freight forwarder is only a freight contractor or shipping expediter and that he handles hundreds of shipments a month from different clients. A freight forwarder does not write sales letters, contact foreign buyers, appoint distributors, make market surveys, determine credit risks, set prices, or fix sales conditions. However, once the sale is made and the terms agreed upon the actual shipping details may be entrusted to an experienced freight forwarder. His services are particularly valuable in making shipments to Latin-American countries. The complex consular red tape involved in such shipments is too much for the average small exporter to keep up with.

Choosing one or a combination of the export distribution methods described requires careful judgment based on a sound knowledge of the foreign market, the volume of export business expected, and the money available to finance the necessary sales and promotion work.

Once embarked on an export program a firm should stick to it even in the face of initial discouragements. Allowances must be made for the fact that foreign customers may be separated from the coin machine exporter and from each other by thousands of miles. Quick results should not be expected. It may take many months or even years to build up confidence and a substantial list of satisfied customers.

For those who need assistance and guidance in foreign sales promotion there are several agencies which can be very helpful. The Department of Commerce, Office of International Trade, has field offices in the larger cities. Trade lists for each foreign country at $1.00 a copy may be obtained at these field offices listing the names and addresses of foreign importers and agents for selected industries. At this writing a trade list of coin machine importers has not yet been released. This department also publishes *The Foreign Commerce Weekly* which carries official news of interest to exporters, lists of foreign buyers visiting this country and a list of foreign firms soliciting U. S. merchandise of various types.

Most Chambers of Commerce have foreign trade departments where information and assistance can be obtained on export problems. The Los Angeles Chamber of Commerce, for example, has trade commissioners for Latin America, Far East, Europe, and the British Empire who are specialists in each of these world markets. It publishes a weekly bulletin, *World Trade Opportunities*, which contains names and

Some Do's and Don't's of Export

Don't try to sell inferior products abroad. Export buyers have long memories.

Don't figure on "dumping" surplus goods on foreign markets—you will hurt your own firm's prestige as well as that of all other U. S. business generally.

Allow a fair share of your production to foreign buyers in times of scarcity. They will remember you and buy a fair share when you need them as customers.

Establishing a "name brand" is slow. If you want to get into a foreign market, you should begin establishing your brand names several years in advance of the time when you expect to realize volume sales.

Look into the matter of protection of your trademarks and brand names. Commercial "pirates" have been known to take advantage of foreign laws to copyright well-known company and brand names so that their U. S. owners cannot use them there without payment of extortionate fees.

Analyze market potentials. What countries are potential customers for your products? How much purchasing power is there?

Find out what experience others have had in exporting your type of equipment.

Get good foreign representation. Write to carefully selected firms—importers, brokers, or dealers — enclosing literature describing your products. The U. S. Department of Commerce and its field offices can supply you with lists of distributors for specific lines of goods in practically every country.

Study the answers to your letters critically. If doubts arise as to the soundness of individual firms, consult the U. S. Department of Commerce, which has nearly a million names in its commercial intelligence files, giving such data as a firm's territorial coverage, amount of capital, volume of business done.

Handle orders promptly.

Exercise care in filling out necessary documents. Some countries are very strict and assess heavy fines if papers are filled out incorrectly. Some even bar further imports from an offending shipper.

Make sure dollar exchange will be forthcoming for payment. Usually permission to import also includes an exchange permit, allowing so many U. S. dollars to leave the foreign country to pay for your shipment.

Protect yourself by proper insurance and financial guarantees. You may arrange for C.O.D. delivery by forwarding drafts for collection in the country of destination through the foreign department of your regular commercial bank. If, however, your working capital is not adequate to permit carrying the shipment until delivery, you may arrange for immediate payment here by letters of credit.

Watch your credit risks. It is easier to protect your interest before delivery of merchandise than to recover on "sour" accounts afterwards.

—Supplied by U. S. Dept. of Commerce.

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Exceptional Buys!

First Come, First Served!

Keeney Super Bonus Bell, good as new, 5c Play	$349.50
Pace's Reels with Rails	73.50
Bally Triple Bells, (new)	Write
Keeney Super Bells, 5c Play	99.50
Bally Big Top, Free Play	55.00
Jennings Silver Moon	49.50
Bally Club Bells	95.00
Bally Regular Draw Bells, good as new	279.50
Bally De Luxe Draw Bells, good as new	299.50
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Jungle Camp	39.50
Bally High Hand	72.50
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Bally Sun Ray, Free Play	74.50
Genco Whizz and Stand	84.50
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Pace's Slots, brand new, latest models, Chrome Front, 5c, 10c or 25c Play—Write for quantity price.

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We will prepay the freight to any place in the country. Pacific Coast operators can expect delivery in less than three weeks. All quotes subject to prior sale.

Three Bally Triple Bells, slightly used (5-5-25, 5-5-25, 5-10-25)	$685.00 each
One Bally Draw Bell 25c, used	465.00
One DeLuxe Bally Draw Bell, 25c, brand new	465.00
ONE MILLS SILVER DOLLAR GOLDEN FALLS (Brand New)	925.00
One 5c Jennings Standard Chief, new (Chrome Front)	275.00
One 10c Jennings Standard Chief, new (Chrome Front)	280.00
One Jennings Standard Chief 50c (Used One Week)	375.00

Terms: One-half Deposit and Balance C.O.D.

WIRE

DEL BARKHUFF COMPANY

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addresses of prospective foreign buyers. It has a very active branch in Mexico whose services are available to exporters. The international department of large banks are good sources of foreign credit and trade information also.

Every large city has its export trade associations or export managers clubs which may be joined by any exporter and where export problems are discussed by experts. Among trade publications which contain valuable information on current export matters are *The Foreign Commerce Weekly* mentioned previously, and *The Export Trade and Shipper*.

A good advertising agency will be very valuable in selecting the proper export magazine for reaching the foreign market. There are too many such magazines to name them here. Even *Time*, *Life*, and *True Story* now have overseas editions while the *Readers Digest* is published and carries advertising in nine languages, including Arabic, Japanese and Finnish.

Sales letters are still the most popular and widely used method for promoting export business. Sales letters should be written in the language of the prospective buyer. Local usage and customs should be observed. When writing to Sr. Manuel Villegas Diaz he should be addressed as Sr. Villegas, not Sr. Diaz. Diaz is his mother's family name. Lopez Hnos. should be addressed as Sres. Lopez and not Mr. Hnos. as often happens—Hnos. means brothers. Concise, business-like letters are not popular with foreign prospects. They are more used to a leisurely, rather flowery style. A typical U. S. business letter will strike them as cold and brusque.

Unless we retreat into economic isolationism behind a high tariff wall the export business should continue at a high level for many years. It may sound rather odd but probably the best advice that can be given today to anyone who is going into export is: play fair and vote for lower tariffs.

Oakland Rescinds Coin Radio License Fee

OAKLAND—In an action of far-reaching significance, the City of Oakland rescinded its license fee on coin-controlled radios. In making the decision, City Attorney F. B. Fernhoff stated: "After an investigation into the matter, it has been determined that the City of Oakland is without authority to impose a license upon radio receiving sets. Such sets have been held to be an instrumentality of inter-state commerce and as such protected under the commerce clause of the United States Constitution from the imposition of local license levies."

Similar proceedings are now in progress in San Jose and Sacramento, where license fees are now in effect.

Credit for cancellation of the levy goes to B. C. Beyer, general manager of Coin Controlled Equipment Ltd., who manufacture AMCO radios. "Since there is no association of radio operators, we took it upon ourselves to have this rescinded," Beyer declared. "We are carrying the matter further in every city where we operate and where such licenses have been or are being levied."

East-West Named Distributor

NEW YORK—East-West Distributing Co. has been named distributor in Greater New York and Westchester for Square Amusement's *Sportsman Roll*. The game, which is meeting enthusiastic operator reception, is on display at East-West's showroom. Charlie Herman, veteran coinman, is head of the firm.

LET'S TALK PROGRESS

Support A Good Cause

An Editorial by WALTER W. HURD

When an industry starts to make a record in building good will, much study should be given to making permanent those methods and ideas which appeal to the public and also bring out the best traits in those who make up the membership of the industry.

I refer particularly to those worthy causes and organizations which have been helped by various groups in the trade, usually local organizations of operators. For many years reports have been emphasized by the trade press which show what has been done in aiding worthy causes and, what is better still, suggesting the possibilities in winning public favor if the industry took care to expand its charities as the business itself expands.

There has never been any question about how much value the trade gains when any of its organizations, or individual members, contribute time, money, or material aid to some worthy cause. There are so many examples on record in the history of the trade now that it would almost make a book in reciting the details of such plans.

It is hardly necessary to repeat how much the industry needs all the public favor it can gain by supporting good causes, locally and nationally. The big majority of the people in the trade today have had long experience in fighting against the handicaps caused by public misunderstanding and open opposition. Public spirited members of the trade have urged fellow members for many years to get together and do good in the name of the industry.

The amusement games section of the trade is more directly concerned than other divisions, but music operators also gained much during the war by supporting worthy causes. As the automatic merchandising trade advances farther into the competitive selling conditions of the future, it no doubt will be more and more concerned about the public favor that can be gained by giving organized support to good causes.

The time seems ripe now for putting the idea high on all industry programs for future development. The industry in all its branches has the spirit of expansion that promises bigger things during the next ten years. This yearning to expand is in everybody, from the smallest operator to the biggest manufacturer, and it is strong enough to overcome present handicaps in a year of transition.

It will be all too easy to forget the public when conditions restore a highly competitive struggle among us all. That is why it seems a good time now to get set on some worthy cause which the industry can support nationally and which will also appeal to local organizations in all sections of the country. The industry has gained much in organization since the end of the war, but the big job still lies ahead and will call for the best that organized effort can give. Public relations work has actually become a fact on a national scale and now everybody must support, not

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BONUS SUPER BELLS

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only with money, but by pooling ideas to help the industry keep its morale growing while its business expands.

This article is intended only to be suggestive, and maybe to provoke other ideas. Among the many charities that have both a national and a local appeal, attention is being called in many quarters to helping the aged at the present time. Newspapers and magazines have in the last year or so turned the spotlight of publicity upon some of the frightful conditions that exist in institutions set up to care for the aged and infirm.

Such publicity may not last long but all good moves to aid the aged will win good mention in news mediums through the years.

Plans for assisting the aged are of such a nature that all local groups of coinmen can cooperate with local civic groups, or set in motion their own program if no other organization is active in this field. In practically all cases, local newspaper cooperation can be secured. Many churches will add their blessing to the idea.

Full industry benefits will result as the national organizations now active in the trade approve some general charity, collect ideas and assist local groups in getting the most favorable publicity.

There are other important causes before the American people at the present time which might appeal more to the trade than help to the aged. These include the national fight against cancer, against infantile paralysis, against juvenile delinquency, aid to crippled children, various forms of aid to veterans, and so on. A coupon for expressing your idea is published herewith.

On some such general program the whole industry ought to be able to attain a unity that may be our strongest defense against high taxes and other opposition in the future. The best results, of course, will come from the education in morale and civic spirit that comes to all who participate, and who read the news of what other coinmen are doing. In spreading this good news, the trade press will do its best.

Walter W. Hurd

VOTE YOUR OPINION COUPON

The editorial in this issue entitled, "Support a Good Cause," suggests the idea of the Coin Machine Industry uniting in the support of some national charity. What do you think? Please contribute your opinion by checking your answer to the questions below and return the coupon to us—or write a letter if you prefer.

Does your Local Association support some charity: Yes.....; No.....

Which one of the following causes would you suggest the Industry as a whole support in one united program?

.....Help to the Aged	.....Aid to Crippled Children
.....Juvenile Delinquency	.....Fight Against Cancer
.....Fight Against Polio	.....Aid to Veterans

Please address coupon or letter to Editor, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

Big Demand Reported For Strikes 'N' Spares

CHICAGO—"Never has there been such a demand for a new game," declares Jack Nelson, speaking of the new bowling game *Strikes 'N' Spares*. "Locations are clamoring—not for just one game, but for several—and there are hundreds of such locations in every large city."

Nelson has returned from a hurried trip to the Allite Mfg. Co. plant in Los Angeles, builders of the game, and reports that increased production facilities have been put into operation to take care of the tremendous volume of orders that have been stacking up.

Nelson states that in Los Angeles taverns it is very common for the same people to come in almost daily to play the game and that additional games are needed at the same locations to take care of other players. In some of the larger taverns as many as three *Strikes 'N' Spares* are in almost constant use.

One of the big features about the game, according to Nelson, is that it is opening up locations formerly closed to coin machines. Two games, for example, were placed on the excursion ship *Admiral*, sailing out of St. Louis. The ship has a capacity of 5,000 passengers and the games are rolling up big profits. Seven of the bowling games have been placed at Euclid Beach, outside of Cleveland. Meyer Marcus, owner of Markepp, Ohio distributors of *Strikes 'N' Spares*, said that this was the first coin-operated machine permitted at this choice location.

Nelson reveals that operators are placing the game at one-third commission to the location without any difficulty. Players deposit 10 cents for first five frames, and 10 cents for second five frames, spending 20 cents for one game.

Five-Coin Design New NAAMO Emblem

NEW YORK—A design of five coins has been adopted by the National Association of Amusement Machine Owners to be the official emblem of the organization. In explaining the emblem, officials say the coins are typical of the industry and they also mean a great deal more.

The center coin has the American eagle as the emblem of liberty and justice and the four freedoms. Another coin has the Indian head to show our first settlers, and the remaining three coins show heads of three great presidents—Jefferson, Lincoln and Franklin D. Roosevelt. The head of FDR was selected as the organization was formed during his presidency.

Officials of the association say the emblem suggests many ideals for its members and they urge every operator to join. It is organized on a national scope, as a non-profit association, and membership fee is $25 per year. Headquarters are maintained at 1400 Boardwalk, Atlantic City, N. J.

Emily Post Rules on Pin Game Playing

CHICAGO—If you have ever wondered what, if any, etiquette is involved in the playing of a pin-ball game, CMI Public Relations Bureau has the answer. And from no less a source than the offices of Emily Post, authority on what is good taste today.

If you have at times mused over what courtesy was due someone waiting to play a game which engaged your fancy, or if you were waiting for some monopolist to finish, here is the answer:

"When others are watching, they should be asked if they would like to play and if they are waiting, then after a game, or possibly two—depending on how long it takes—the table should be relinquished."

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Immediate Delivery from Stock

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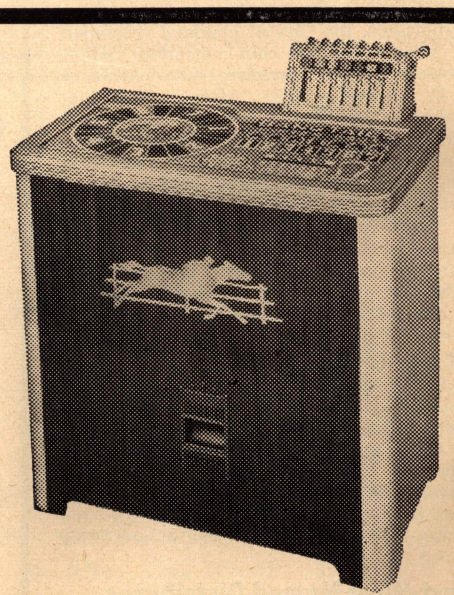

WILLIAMSON DISTRIBUTING CO.

Exclusive Evans Distributor for Northeastern California

1815 K Street, Phone 4-3771 Sacramento, California

Manufacturers' Purchasing Agents Use Ingenuity to Procure Scarce Materials

CHICAGO—Although the materials and parts situation improves slowly, manufacturers of coin machines still have to buy wherever they can locate materials and pay the price asked, as other manufacturing industries do. It is still a game of ingenuity for purchasing agents and heads of firms to locate materials and parts in different sections of the country.

A manufacturer that will complete a scheduled run of a thousand high grade machines in July located steel in four different cities and was thus able to get enough to finish the run of machines. Most of the material was found in small plants that had the metal as a leftover from war production. Some machines that the manufacturer had for export required a different motor than used in machines for domestic use, and the needed motors were located 500 miles away, stored by a firm that had used them for special purposes during the war. Distributors are sometimes proving very useful to manufacturers in locating needed materials or parts in unexpected places.

Every manufacturer can add to the stories of the search for materials and the time spent in looking for materials and parts adds to the final cost of new machines.

When the radio parts trade met here earlier in the year, there was some prospect that electrical parts and materials would begin a slow downward trend in price. But only recently Hallicrafters, Inc., and Webster-Chicago Corp., both well-known to certain sections of the coin machine trade, were quoted in the press as saying they did not expect price reductions in parts within the near future.

The public is being made acquainted with steel prices as the Senate sub-committee on Small Business carries on its investigation. Reports have shown that steel which may be listed at $80 per ton actually sells for $240 to $260 to the firm that uses it in making products. The steel industry hopes to catch up with demand by the end of the year but there are many ifs in the situation. Some authorities say the real reason for steel shortage is the fact that so many firms rushed into making new products after the war that demand for steel and other metals now is high above the pre-war demand. The steel makers hope that by the end of the year demand will level off to a more normal rate.

Reports in the coin machine trade show that one or more manufacturers of vending machines turns to aluminum for certain parts of cabinets and inner mechanism practically every month.

Early in May government agencies were warning the country that copper would be critically short again. Price increases on copper and copper wire have since been announced, but later the price on copper supplies from other countries began to ease slightly. Both Canada and Mexico promise fair shipments of copper to this country later in the year.

The supply of small motors is still below demand and manufacturers of motors fear it will be a matter of years before production meets all demands. One manufacturer of small motors at a Chicago convention recently expressed the view that it would require five years at the present rate to begin to reach a full supply.

The output of small motors is now running about 94 per cent of the total motor units made, and about 46 per cent of the dollar value. This gives some idea of the production rate on small motors. Improvements in motors are being announced from time to time and this summer Fairbanks, Morse & Co., of Chicago, will begin putting a new motor on the market which is said to be particularly adaptable for mounting and offers about 30 per cent reduction in size compared with the standard motor. It is made in one-third horsepower size and up.

Recent market reports show that some grades of lumber are showing price decreases, but soft plywood is likely to be scarce during the year. Manufacturers of coin machines seem to be fairly successful in locating small inventories of plywood here and there. Aluminum laminated with plywood proved to be expensive for use in making cabinets for coin machines.

The parts and materials supply situation continued spotty during the entire first half of the year, and high prices and uneven distribution of materials and parts threaten to continue through the third quarter. Trade leaders in some fields were promising a more even distribution of products by the last quarter.

Coin machine manufacturers say one of the most serious handicaps imposed on them in the present situation is the difficulties met when trying to develop new ideas for machines. One manufacturer said he had a number of ideas back in his shop but he had to devote all available supplies to making machines already on the market.

Another Great

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FIVE-BALL NOVELTY-REPLAY GAME

Greater Than "Rio"!

- New Tantalizing Ball Action
- HA-VA-NA Feature is Terrific Build-up For Super-High Scores
- Saucer Kick-Out Pockets . . . Cross Ball Action
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Calif. Senate Rejects Drastic CM Bills

SACRAMENTO—Two bills of great potential damage to operators were brought up at the recent session of the California state legislature but were shelved after meeting with determined opposition. The first, Number 571, sought to impose a tax of $60 per annum on every vending machine in the state. An amendment to the bill excludes any machine vending "sanitary articles."

The second bill, Number 2243, sought to outlaw every coin-operated machine vending any type of tobacco product.

Both bills came up for hearing before the Senate and were proved discriminatory, prejudicial to free trade practices, and likely to be unconstitutional.

Also mentioned was another bill, which from time to time has bobbed up for discussion, making any type of coin-operated machine illegal in California.

According to members of the Industry who attended the hearings, there is a very real danger that these and similar bills may at some time be enacted as law if operators are not constantly alert. Groups backing the bills represent political crusaders who have no business interests at stake and who seek to satisfy their own eccentric grudges by backstage maneuvers.

A number of California operators and their attorneys attended the hearings and presented effective arguments against the bills.

L. A. Destined to Be Huge Coin Center

LOS ANGELES—When Horace Greeley imparted his sage advice about "going west," little did he realize the extent to which his words would be heeded.

The population of Los Angeles County, which will pass 3,798,356 on July 1, is increasing at the rate of 15,000 per month. The Regional Planning Commission estimates that current figures show an increase of 50,394 over April 1 of this year. Experts predict that within the next two decades Los Angeles will be the largest city in the world.

Not only is the residential rate increasing, but industry as well. Faced with high freight rates on shipments out of the East, many factories are opening branches in Southern California; some are going so far as to move entire factories.

Effect on the Coin Machine Industry is far-reaching. More population means more locations, and more locations will bring many new operators into the field. Southern California's mild year-round weather is fertile ground for beverage vendors, ice cream, fruit juice and frozen food dispensers.

As a manufacturing center, it can draw on abundant raw material and the heavy influx of arriving workmen for personnel needs.

The *Key* to a Future *of Better* PROTECTION

The ONLY Key that will Open the Famous

The One and Only Ace ROUND Key. Patented by U. S. PATENT No. 1984202

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←Note Individually Notched Muzzle

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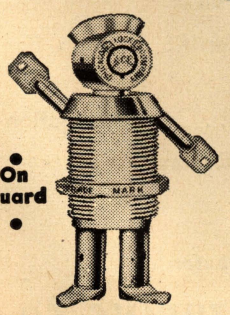


On Guard

Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction — protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each bitting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

CHICAGO LOCK CO. **2024 North Racine Avenue Dept. 9-B, Chicago 14, Ill.**

Opinions Differ On Electric Motor Supply

NEW YORK—One of the biggest headaches the coin machine manufacturer has been confronted with in his efforts toward all-out, non-stop production is small electric motors.

When will the supply reach a parity with demand?

The National Electrical Manufacturers Assn. has issued a report, stating that they "look for a long period of large-scale production before the supply of motors will meet the demand." In their statistical survey, NEMA states that at the end of last year, unfilled orders amounted to approximately 48 million units, and of this total, fractional horse power motors and generators accounted for 94 per cent of the total.

Other authorities in the field point out that production is on the rise, substantiating their statement with these figures: In December 1946 shipments of fractional motors were more than double those in January of the same year.

An indication that the supply situation is rapidly rising toward demand and that a buyer's market is in the offing is the announcement by two motor manufacturers that they are doubling their advertising budgets.

Redesign Mutoscope Machines For Luxury Locations

LONG ISLAND CITY, N. Y.—After successful test placements in prominent hotels, fine restaurants and a number of night clubs, International Mutoscope Corp., manufacturers of *Photomatic* and *Voice-O-Graph*, has decided to alter the present design so that the devices will fit into luxurious surroundings and lend atmosphere and background.

In commenting upon the test locations, William Rabkin, president of the firm, said: "These spot placements were received with record-breaking business, which has not diminished over a period of many weeks. In fact, the popularity of the two machines has grown steadily in these spots."

High-Flying Irrigator

CHICAGO—John Mills, son of the president of Mills Industries, Inc., is known as a drought-smasher. He shoots dry ice into the clouds from his airplane at $40 an hour to supply farmers with man-made rain.

Foreign Countries Tightening Imports of American Equipment

CHICAGO—Foreign Trade Week passed rather quietly in the "coin machine capital of the world." An official of a large distributing firm, long known for its activities in the export field, admitted confidentially that he did not know it was a "special week." It was passing just as any other week, he said, and any export trade at the present time is a part of routine business.

The distributor did say that restrictions on imports seem to be tightening up in a number of countries that previously had been taking some coin machines. He mentioned Colombia, some European countries and even a restriction on credit in Mexico.

This was in keeping with the general reports coming from all lines of business as agencies engaged in the business of boosting export trade tried to enlist general interest in the subject. Speakers at the meetings which discussed the subject urged trades and industries to think ahead and to plan now for the trade that will gradually increase over the next several years.

Coin machine manufacturers have expressed their deep interest in export trade since the war, but also say frankly that production problems have been so serious that most of their attention must be given to meeting home needs and also getting a full output rate again.

Current trade gossip suggests that phonograph manufacturers are showing direct interest in exports. A Chicago distributor that did a good business last year in rebuilding phonos and selling them abroad expressed the view that foreign buyers are showing more of a preference for new machines now and the trade welcomes this trend. Small operators in other countries still buy rebuilt equipment, the distributor suggested, but operators who have the money show increasing preference for new machines. But the few big buyers that have come to this country also express a tendency to wait until price adjustments set in.

A Chicago firm engaged in the export and import business for Venezuelan firms reported its one account that had been taking phonographs had not placed any orders since taking 30 machines in January.

General news reports suggest that the restrictions on money exchange and on imports may increase during the year. Sweden first attracted the attention of the coin machine trade when it began to ban imports, because Swedish operators had shown more buying interest since the war than any other country, unless it be South Africa. Latest reports say that one or two Swedish buyers, interested in coin machines and other products, speak of making trade arrangements to have goods shipped two years hence.

It is the same story all over. Other countries are forced to conserve their supplies of American dollars and one way to do it is to ban imports of all goods except what may be considered as necessities. The United States will be making loans to several countries but these dollars, or the exchange credit, are badly needed for "necessities." Champions of foreign trade urge that the U. S. must increase its imports so that other nations can buy more manufactured goods here.

The Chicago office of the Department of Commerce, anxious to boost all export trade, prepared a special report for the press which gives a general picture of how many countries are tightening up on buying U.S. goods other than necessities. Countries which are, or have been considered as coin machine markets, are as follows:

AUSTRALIA: All goods at time of importation must be covered by a current import license. Products are divided into four classes on basis of importance to the country and, as the trade knows, coin machine shipments are banned to conserve dollars. Commercial banks handle applications for exchange but government scrutiny is thorough.

BELGIUM: About 70 per cent of tariff

GAMES, CONSOLE SLOT & VEST POCKET REPAIRING and REFINISHING

All Work Guaranteed

Bring 'Em In!

—SEE—

PAUL A. LAYMON

DISTRIBUTOR

1429-31 and 1503 West Pico

Los Angeles 15

Tribute to Jim Mangan

The undersigned manufacturer members of Coin Machine Industries, Inc., sponsoring our industry's public relations campaign, wish to compliment James T. (Jim) Mangan on his work as Public Relations Director. In a very short space of time Jim and his staff have, in our opinion, done a remarkable job in building public goodwill for our products and prestige for our industry. Congratulations, Jim!

A.B.T. Manufacturing Corp.
A.M.I., Inc.
Bally Manufacturing Co.
Bell-O-Matic Corp.
Chicago Coin Machine Co.
Coan Manufacturing Co.
Edelman Amusement Devices
H. C. Evans & Co.
Exhibit Supply Co.
Genco Manufacturing & Sales Co.
D. Gottlieb & Co.
Groetchen Tool & Manufacturing Co.
International Mutoscope Corp.
Reliable Metal Engineering Co.
Revco, Inc.
United Manufacturing Co.
Williams Manufacturing Co.

items have been released from import licensing and may pass through customs offices on ordinary declaration.

BOLIVIA: All imports require a prior import license; if the importer gets this license he may use his own bank exchange.

BRAZIL: An import license is required on certain products and restrictions will probably increase. Brazil took 21 machines in February, none in January.

CANADA: The country is trying still to conserve its supply of dollars but coin machines may be imported. Official imports of coin machines in January passed above the 600 mark. February imports amounted to 993 machines. Recent reports say that U.S. dollars are granted freely to buy goods from U.S. firms. Tourist trade this summer should boost the supply of our dollars spent in Canada.

CHILE: Supply of dollars is limited and import and exchange permits must be obtained. Official report shows 68 coin machines imported from the U.S. in January, but February record shows only 12 machines taken.

COLOMBIA: Import licenses are required on all freight shipments. As mentioned above, one Chicago coin machine firm reports trade tightening with Colombia. Official number of coin machines imported in January was 66 but imports dropped to four for February.

CUBA: Exchange conditions are considered favorable for established firms. A total of 52 coin machines were officially reported as going into the country in January. February imports totaled 136.

FRANCE: Once a big coin machine market, import licenses are granted only on items considered "of primary necessity."

MEXICO: Some articles require an export license and most recent reports say there is a tightening on credit. The recent loan to Mexico should help to keep trade conditions generally favorable. Mexico imported 429 machines in January; 447 in February.

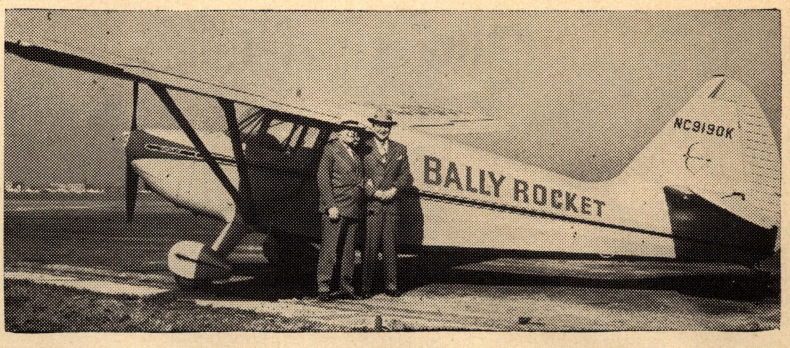
NEWFOUNDLAND: Foreign exchange is under control but U.S. dollars are granted for payment on legitimate imports. The country got two coin machines in January.

SWEDEN: All exchange transactions are carried out through an official bank and rigid import controls were set up in March.

SWITZERLAND: Permits to import goods from the United States are issued only if the importer agrees to pay in U.S. dollars. The list of items not requiring an import license is increasing.

SOUTH AFRICA: Dollar exchange is available promptly. Official report says 60 coin machines were imported in January; and 44 machines in February.

VENEZUELA: Exchange market is not controlled and import permits are required on only a few items. The country has been getting more attention from the coin machine trade since the end of the war. The country took 30 coin machines in January and 29 in February.



Al Sleight, western regional sales manager, Bally Mfg. Co., and Tom Callaghan of Bally sales staff, start on air tour of eleven western states, Alaska and western Canada. The plane, a new Stinson Voyager, is piloted by Sleight.

Resolution to Legalize Games

SANTA ROSA, Calif.—The County Board of Supervisors has adopted two resolutions to legalize pin games and bells in Sonoma County. Copies of the resolution are being sent to the State Legislature and every county government in California.

AMCO Reduces Price on Coin-Operated Radios

OAKLAND—Due to increased production, Automatic Machines Co., national distributor for Coin Controlled Equipment, Ltd., has cut the price of its coin-operated radio to meet any competitor.

In making the announcement, B. C. Beyer, owner of Automatic Machines Co., states that the company now is delivering a new improved model, with A.B.T. slug rejector and coin return, and American timer set for one hour, in addition to a model which plays 20 minutes for ten cents. Beyer also reveals that one year free insurance accompanies every radio sold.

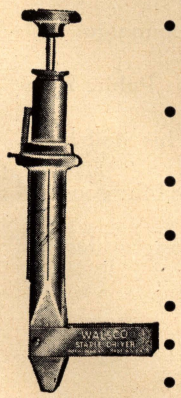
"AMCO's set has been redesigned and improved so that it will play anywhere—desert or mountain, in steel or concrete buildings," Beyer said.

Sales Heavy on "Jewel Bell"

OAKLAND—Mills Sales Co., Ltd., exclusive Pacific Coast distributors for Bell-O-Matic Corp., is now making delivery on all models of *Jewel Bell*, which includes 5, 10, 25 and 50 cent play.

"The demand for *Jewel Bell* does not come as a surprise to me," Warren H. Taylor, general sales manager of Mills Sales, declared. "It is years ahead in design, has flash, color, motion, and plenty of eye-appeal. This, plus mechanical perfection, makes it a location natural."

WALSCO STAPLE DRIVER



- Pays for itself on the first job.
- A sensational tool for installing wires and cables, that saves time and money.
- Excellent for installing coin machines, P. A. and intercom systems.
- Staples into corners and other inaccessible places.
- Staples on hard surfaces such as plaster, hardwood, etc.
- Can be loaded in 10 seconds.
- Adjustable for staple depth.
- Staples come in 3 colors to match wire.

The Walsco Staple Driver is a real time and trouble saving tool for the coin machine installer. Also extremely useful for general stapling.

This device automatically positions the staple after which it is driven to a pre-adjusted depth with one or two strokes of the palm of the hand. A small trigger controls the feeding mechanism. Wires and cables up to 1/4" in diameter can be quickly installed with the Walsco Staple Driver.

Price $4.95 Dealers Net (including box of staples)

Dept. 6M

WALTER L. SCHOTT CO.

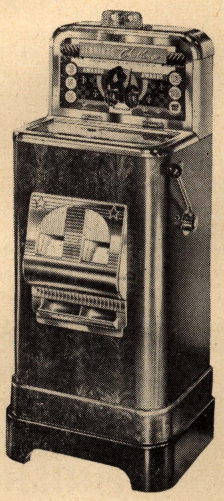
9306 Santa Monica Blvd.

BEVERLY HILLS, CALIFORNIA

The Sensational Jennings

Twin-Play Console

CHALLENGER



5c and 10c **5c and 25c**

This remarkable Console Type Machine features 2 coin chutes, 2 jackpots, but only one mechanism. The Challenger has the same durable, time-proved features found in the famous Jennings Chiefs.

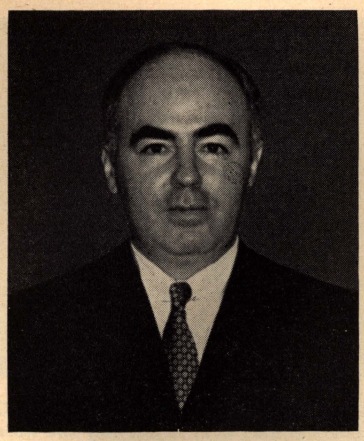
IMMEDIATE DELIVERY

C. A. ROBINSON & COMPANY

2303 West Pico Boulevard

Los Angeles 6, California

FEderal 1810



Buckley Prexy Confers With Western Distribs

SAN FRANCISCO — After conferring with William A. (Bud) Parr, owner of General Music Co., in Los Angeles, Pat Buckley took delivery of a new Cadillac and drove to San Francisco on the second leg of his business-vacation trip. In the Golden Gate area he visited regional distributors William Corcoran and H. R. Maser, and Ernie Brennan, manager of the San Francisco office of General Music.

Buckley was high in his praise of the new free-play token model *Track Odds* which can be used in free-play territory.

The new *Track Odds* is now on display at both San Francisco and Los Angeles offices of General Music. Also on display is the long-awaited *Mirror-Tone* selector, which is adaptable to all phonograph hideaway units.

"The new *Mirror-Tone*, which we are now delivering, was certainly worth waiting for," Parr stated. "The full-sized *Mirror-Tone* is so beautiful that it will be a show piece in any location and greatly increase receipts. Unmatched for beauty and appeal, it is a service man's dream because the entire mechanism is easily accessible from the front."

Jersey Tavern Licenses Now Issued on Population Basis

TRENTON, N. J.—Population as a basis for deciding the number of tavern licenses in cities and towns became law in New Jersey when the Governor signed the legislation.

Municipalities are limited to the issuance of one tavern license for each 1,000 of population, but present license holders will not be affected by the new law.

The Governor expressed his view that the law is a step in the right direction because the state had known the results of having too many licensed places.

The idea of limiting liquor licenses on a basis of population has been spreading slowly in recent years. Miami, Florida, once tried the idea as a basis for licensing commercial phonographs but the plan was invalidated by the courts. The Miami ordinance allotted one phonograph for each 265 people.

The Pin Game Goes Boom!

HOLLYWOOD—"I'll never be happy with a pin ball machine again after seeing the one Jimmy Cagney plays for a scene in *The Time of Your Life*," writes Columnist Erskine Johnson. "Special effects men built it at a cost of $1700. When you hit the jackpot, (Since when do pin games have jackpots?—Ed.) it waves a flag, shoots a miniature cannon and plays a bugle call. What, no display of atomic power?"

Magnatone Sales Named National Distributor

LOS ANGELES—Magnatone Sales Co. has been appointed national sales distributor for *Magnatone* coin radios and the trouble-free *Magna-Ray* coin timers.

The *Magnatone* radio is in a console type cabinet manufactured of either wood or masonite. It has a compact six tube chassis, operates on A.C. or D.C., and has the Underwriters' Laboratories approval.

Outstanding features of the timer, which is manufactured for either 5c or 25c operation, include an attractive nickel-plated coin receptacle; positive tripping action; clearing of chute after each play; and adjustability for 7½, 15 or 30 minutes, as well as one or two hours.

Magnatone Sales has appointed the following distributors: Specialty Sales of Portland, Oregon, for Washington, Oregon, Montana, and Idaho; Melody Sales of Sebastopol, Calif., for the northern section of the state; and Willis Lee of Fort Worth, Texas, who will cover Texas, Oklahoma, Louisiana and Arkansas.

Distributorships in a number of territories in key areas are still available, the firm revealed.

Tradio Execs at Hotel Show

ASBURY PARK, N. J.—Vice-President George Trad and Sales Manager Harry J. Rockafeller of Tradio, Inc., have returned from the All Southern Hotel Convention recently held in Atlanta.

Tradio was host to its southern distributors at a dinner party held in Atlanta's Biltmore Hotel, while Morris Hankin of H. & L. Distributing Co. entertained Tradio representatives and distributors at the Mayfair Club during the show.

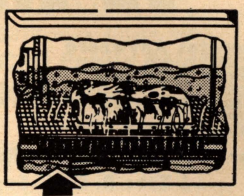
See for yourself-the advantages of GRAY-MILLS AGITOR PARTS CLEANING SYSTEMS

Agitor Model H71 Drain Shelf & Basket

New Agitor Jr.

Clean Coin Machines the Agitor way . . .

Extra Utility



Large parts soak with Agitation while...

Small parts are being cleaned with hose and brush.

and carburetors, etc. soak in Agitor Jr.

LESS CLEANING TIME MORE PROFIT TIME

SAVE TIME—AVOID FIRE HAZARDS
DO A BETTER CLEANING JOB!

The time you save with an Agitor is money in your pocket. Your entire service operation is made easier. The efficiency and appearance of your shop improves. You'll turn out more work.

4-WAY ACTION EXCLUSIVE WITH AGITOR

At the twist of the wrist, you select the action best suited to the job. (1) Pump Agitation, (2) Fountain Surge, (3) Hi-volume Hose Flow, (4) Air Agitation. Users report the Agitor is the answer to their cleaning problems . . . Solvent costs about ½c per unit cleaned. Get a copy of these reports.

SEND FOR CATALOG showing operating data, dimensions, cut-a-ways, complete description and prices. No obligation.

GRAY-MILLS CORPORATION
1966 Ridge Avenue Evanston, Illinois

Genco vs. Rock-Ola Legal Duel Ends After 13 Years

CHICAGO—The Rock-Ola Mfg. Corp. was awarded a base on balls and Genco, Inc., was called out on a third strike in a ruling handed down by the Supreme Court of Illinois which culminated a see-saw legal battle which lasted for 13 years.

Action was started on April 16, 1934, when Rock-Ola filed a complaint against Genco, charging that Genco's pin game *Official Base Ball* so simulated Rock-Ola's *World Series* that it deceived the public and constituted unfair competition as defined by the National Recovery Act of 1934 and at common law.

Genco filed an answer on April 24, 1934, denying the material allegations and claimed that Rock-Ola sought to eliminate fair and honest competition.

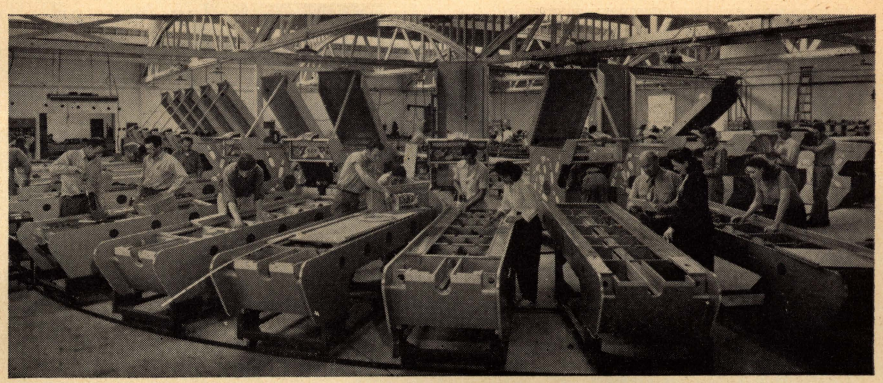
A temporary injunction was issued on April 27, 1934, prohibiting Genco from selling its game through the means of previous advertisements and from advertising the game as then constituted. A final decree was entered, making the temporary injunction permanent on June 13, 1935.

Subsequently Genco prosecuted an appeal from the Final Decree to the Appellate Court of Illinois, and on March 4, 1938 filed claim for damages.

On June 24, 1944, Chancery C. C. Stillwell recommended that damages in the amount of $104,334.00 and court costs of $6,291.20 be assessed against Rock-Ola; this was approved by the Superior Court, and judgment against Rock-Ola was entered.

Rock-Ola filed a notice of Appeal to the Appellate Court on July 9, 1945; Genco cross-appealed 11 days later. The Apellate Court reversed the judgment against Rock-Ola on the grounds that Genco was not legally entitled to any damages, and in fact did not sustain any damages on account of the issuance of the injunction.

Genco then filed a petition in the Supreme Court of Illinois for leave to appeal. The Supreme Court denied Genco's petition, thus terminating the protracted litigation.



Production of STRIKES 'N' SPARES bowling game is in high gear at Allite Mfg. Co. Shown is the final assembly line on which the Los Angeles firm is putting the finishing touches on hundreds of the widely publicized game. The plant is one of the largest and most efficient in the Coin Machine Industry.

Future Coin Customers

WASHINGTON—Coinmen with an eye on future sales will be interested in an item originating from the National Office of Vital Statistics. In 1942 the nation's marriage statistics hit an all-time high: 1,700,000. In 1946 it jumped to 2,400,000.

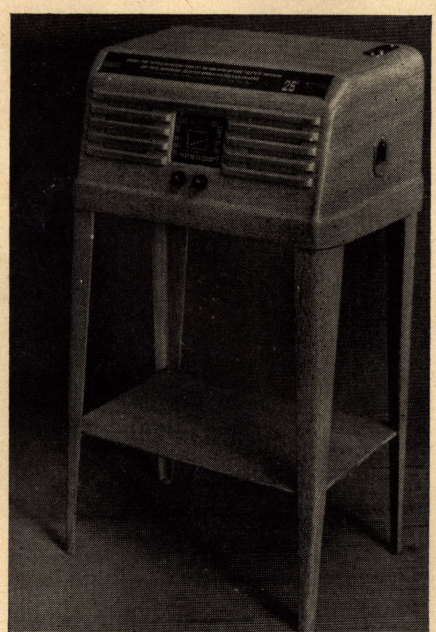
If one out of ten of those newly married couples help procreate the race, 240,000 new coin customers will enlarge the current market, in addition to offsprings of those folks married before 1946.

3 Million Audience Potential For Coin-Operated Radios

NEW YORK—According to statistics compiled by Telecoin Corp., distributors of coin radios and Bendix automatic home laundries, there is a potential transient radio audience of over three million people.

Telecoin bases some of its figures on the Census of Business, which reveals the following: There are 25,036 year-round hotels which contain 1,312,410 rooms. An additional 2,951 seasonal hotels make 131,980 rooms available for vacationists. Tourist courts include 13,521 establishments (159,846 units).

The 6,511 hospitals in the United States (including government and state controlled institutions) have a capacity of 1,738,944, according to an American Medical Association Journal report of last year.



Also Table and Wall Models

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BUT ONLY ONE OPERATOR'S RADIO

HOTEL—AMCO—MOTEL

Operates Anywhere — No External Antenna Required
One Year's Free Insurance — One Year Guarantee (Tubes 90 Days)
Special Tamper-Proof Screw Locks for Cabinet and Cash Box
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All Metal. Colors: Bleached Walnut and Brown Crackle Finish
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HITCH YOUR WAGON TO
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LUCKY STAR
GREAT NEW 5-BALL REPLAY

WAITING FOR YOU AT YOUR DISTRIBUTOR NOW!

Every day's a lucky day on all locations with Lucky Star's meteoric action! Kick-out pockets score and re-score to a super-high 400,000!

Improved, DeLuxe
GRIP SCALE
Consistently Best Since 1927

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Chicago 51, Ill.

DAILY RACES
ON TOP ALL THE WAY . . .
ACTION!
APPEAL!
EARNINGS!

Payout or Replay Models.

STILL NO. 1 IN ONE-BALLS

GOLD COAST
COIN MACHINE EXCHANGE
2846 West Pico Boulevard — Los Angeles, Calif.
Exclusive Distributors of
D. GOTTLIEB & CO.
Quality Products in Southern California and Arizona

Buckley's Coast Assembly Plant Nearing Completion

SAN FRANCISCO—Pat Buckley. president of Buckley Mfg. Co., and H. R. Maser, Buckley's West Coast regional distributor, conferred in mid-June to make final arrangements for setting up the factory's only assembly plant outside of Chicago.

Parts will be shipped from the factory and assembled in the new plant. Purpose is two-fold: to cut freight charges and speed service to western coinmen.

Maser is now making immediate delivery of Buckley's four bell models: the *Standard,* new *Criss Cross, Hand Load,* and *Guaranteed Jackpot.*

"Because of Buckley's war-time advances in engineering and design, backed by more than 20 years of manufacturing experience, the machines now being shipped are far ahead in design, play appeal, and mechanical simplicity," Maser stated. "But what interests operators most are the profit possibilities—and that's where the Buckley models excel. One location, which was grossing $70 a week, installed a new *Criss Cross* and receipts jumped to $318 in a single week."

CMI Public Relations Film Met with Widespread Praise

CHICAGO—CMI Public Relations Bureau reports that many letters have been received in praise of the 16mm. film on the Coin Machine Industry. Jim Mangan, director of the bureau, said the following quote from Babe Kaufman, New York City, was typical of the many words of praise:

"Just finished showing the Coin Machine Industry film at our Lions Club. I wish everyone in our Industry could have been on hand to see the facial expressions. The reception was excellent. Over 300 saw the film."

Mangan says that any members who wish to purchase the film and have it ready for showing to local groups or associations, may get a print of the film for $12. CMI members, he said, may order direct from the bureau headquarters at 134 North La Salle Street, Chicago 2.

Coin Games Entertain Submarine Crew

CHICAGO—Proceeds of a nickel bell machine on board the submarine *U.S.S. Bullhead* furnished the welfare officer with a fund to provide drinks, cigars, and cigarettes for the crew, and an automatic record changer, built into the bulkhead of the wardroom, gave out with musical entertainment.

These interesting sidelights were revealed in a recently published book, *Overdue and Presumed Lost,* by Martin Sheridan.

Plenty of Beer

SAN FRANCISCO—There will be no shortage of amber during the remainder of this year, and operators with tavern locations who are dependent on a full-flowing supply to maintain grosses, can uncrease this worry from their brow.

Henry R. Henius, Bay area brewer, says that United States beer production will be the largest in history, and that for the first time since pre-war days an adequate supply is assured.

Now is Time for Amusement Machines To Come to Aid of Small Business

by WALTER W. HURD

With an eye on the future years, now is an opportune time for the amusement games trade to get a new cause. Or, rather, to revive an old one that proved its worth but has never been fully used by the industry.

Amusement machines of all types make money for small stores and small establishments and enable them to compete with big stores and bigger enterprises of all kinds. That is a message which the games trade must revive and keep repeating throughout the coming years.

As a nation grows, monopolies of all kinds grow up also and extend into all lines of business. On the one hand, there are those who urge the idea of trust busting, of fighting monopolies, and keeping up the fight continuously.

The amusement games trade is not interested in trust busting nor any kind of drive against business enterprise of any kind. But the nation has recognized the right of small business to exist since 1776, and in more highly competitive times small business must not only be allowed to exist—it must be encouraged to give better service to its customers.

During the war special effort was made to encourage small business and government agencies were set up to keep the best interests of small enterprises in the public limelight. Business trends during the next few years are likely to increase the competitive difficulties of small establishments of all kinds and it will be the reason for a lot of organized effort to protect the interests of small business.

The amusement games trade has never taken full advantage of the opportunities it has had to exploit the aid machines give to locations. Much has been said within trade circles, among ourselves, but the publicity and the real talking needs to be done in circles where it will impress both business and public officials. Although leaders in organizations representing the various types of locations know about the value of amusement games, yet they are not likely to champion the cause unless leaders in the amusement trade itself suggest ideas and methods.

In many a local emergency over the country, when a high tax or regulatory ban was proposed, the cooperation of organized location owners has saved the day for machines. But in the future there will be need for more than just emergency action. The industry will need to grow and, in fact, cannot think of coming to a standstill. The room for expanding the use of amusement machines will depend a lot on the educational work that is done to show the value of games to small stores, in competition with bigger stores.

The American people have the habit of wanting to give the small fellow a break when they see that an uneven situation is developing. The amusement trade must keep fully informed on what is happening to small establishments that make up the great bulk of locations for games throughout the United States, and must also set into motion a general educational program to spread this information in more general circles than the trade itself.

Every location owner is just as selfish as the members of the amusement machine trade, and usually thinks only of the cash he can get out of the machines in his place. If anybody needs educating, it will be many location owners who have not yet understood what amusement machines mean in drawing customers into his place of business. Many proprietors of small establishments have not caught the spirit that runs through all small business enterprises in giving services to the people. Operators also need to get some of the trade spirit that will make the games business contribute to the general upbuilding of small store patronage. The operator needs to see that when he helps bring more people into the store, the number of prospective players for his machines also increase.

When the operator takes this view of business, he will give the location the best machines and the best service he can within his means. But even that sort of a program is good only so far as it goes. The operator needs to join with other men in the business in letting the world know that his good machines and his good service boosts the business of every store in which they are placed.

To sell himself fully on the idea, the average operator needs to think more about the history and the place of small establishments in our nation, and what their problems are.

The history of the small store in all its varieties is an important part of the business history of the country, and always will be, even though bigness has many advantages as the nation gets to be more complex. The small store was a part of the early expansion of the country, wherever pioneers began to extend the territorial limits, and in every phase of the nation's history, the small establishment has been regarded as a part of the ideal which makes America what it is.

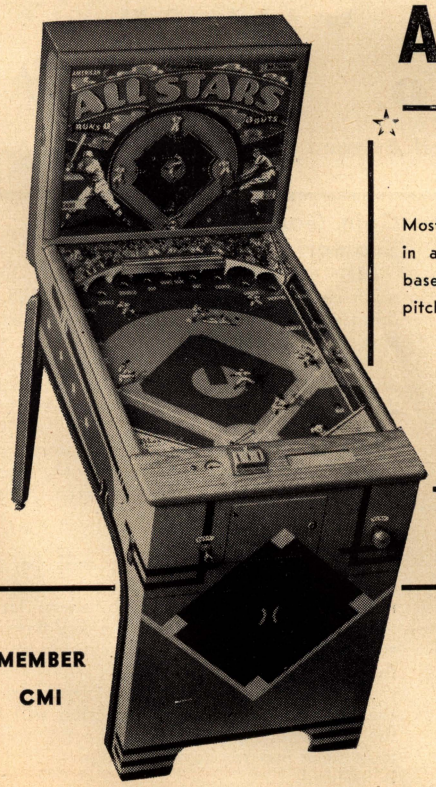
It may be a little tougher on the small establishments in the future, but amusement operators can be sure that the small places will always be here as a part of our system of distributing goods—and that the small establishments will be needing amusement games to appeal to customers. Some idea of the importance of small establishments was expressed in a greeting sent by the President of the United States to a convention of druggists in 1938, as follows:

"The retail merchants of the United States occupy a peculiarly intimate relationship with the public through their daily contact with millions of people in all walks

Williams ★ ★ ★ TOPS in Baseball!

Williams ★ ★ ★ TOPS in Games!

ALL STARS



THE ALL-TIME SENSATION IN BASEBALL GAME APPEAL!

Most true-to-life baseball action ever presented in a game! Real 3-dimensional figures run the bases in the backboard! Player controls bat . . . pitcher controlled by player! Revolutionary new 3-Coin Drop Head Chute takes 5c, 10c, 25c Coins . . . speeds play! Credit Unit records advance payments and Replays. Many other play-provoking, profit-making features!

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161 W. Huron St.
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Immediate Delivery
ABT COIN CHUTES
and
COMMERCIAL COIN DETECTORS
Mills Vest Pocket F.P., Chutes $3.50
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1429-31 and 1503 West Pico
Los Angeles 15

KELNOR *Electric*
SOLDERING IRONS

A "MUST" for Every Operator!

CHECK THESE FEATURES:

1. **SOLDERS IN HARD-TO-REACH PLACES** and without burning insulation on adjacent wires.
2. **KELNOR ADJUSTABLE TIP**—which runs completely through center of barrel—permits tip to be adjusted longer for **less heat,** shorter for **more heat.**
3. **SCIENTIFICALLY BALANCED ANGLE HEAD** permits hand to rest in "natural," relaxed position while soldering. **This means less operator fatigue,** more soldering operations per hour.
4. **SPECIAL PATENTED KELNOR HEATING UNIT** utilizes a new principle of heat conduction that is extremely efficient. Kelnor irons reach soldering temperature amazingly fast, out-perform other irons of higher wattages.
5. **REDUCES CORD MAINTENANCE.** Kelnor irons are always held in a "natural" position, which prevents cord from twisting.
6. **ALL-CERAMIC SEALED INSULATION.** Heating element coils—of highest quality resistance wire—and lead wires, are **hermetically sealed** in ceramic insulation.
7. **COMFORT-COOL PLASTIC HANDLE.** The Kelnor heating principle helps keep Kelnor handle cool.
8. **RUGGED, ONE-PIECE WELDED CONSTRUCTION.** Despite its very light weight, Kelnor irons are ruggedly constructed to give trouble-free service indefinitely. Tube is welded to barrel.

WEIGHS ONLY 9 OUNCES COMPLETE WITH 6 FEET OF CORD, PLUG AND COPPER TIP.

100 Watt Model.....$6.25 125 Watt Model.....$6.75

PAUL A. LAYMON, Inc.

1429-31 & 1503 West Pico Blvd. Los Angeles 15, Calif.

of life. Particularly is this true of the corner drug store in the small town."

Two important factors that are found in all small business places are suggested in the President's greeting. They are CONVENIENCE and SOCIABILITY. Every location must capitalize on these two points to the *n*th degree; and the operator of amusement machines must help locations to capitalize on them. These two ideas form the basis of retailing which will help the small store owner hold his own against all forms of competition that may arise. It is the idea of promoting sociability that amusement operators need to think about and to stress before the public.

The changing times bring new and terrific competition to small establishments, but in good times and bad, owners and proprietors of such places seem to keep on, extending credit, convenient service and promoting neighborliness. But the one point that brings them most heartaches is in buying goods in competition with larger organizations.

Here is where the small fellow is least able to defend himself. The small establishment simply cannot buy in the big markets as the large organizations can, and hence he cannot compete with them on price back home.

Now, it has always been the American way to try to equalize opportunities for the big and the small business enterprises. Federal legislation has for many years sought to equalize the opportunities for small business, and many states have also enacted laws for the same general purpose. At times, there is a lot of agitation and even bitterness on the subject. The purpose of the amusement games message is not to increase the agitation but simply to add constructively to the appeals which belong to the small establishment and to no other type of business.

Amusement games have for many years enabled thousands of small places to compete on a fair basis with big stores and at the same time to reduce agitation and ill will.

As the country adjusts itself to a new era of business growth, it needs to keep the small establishments in mind and to give such places the advantages which amusement machines will afford. There are states and cities in which a virtual ban still exists and all this unfairness to small enterprises, small merchants and small stores, needs to be removed. The aid that amusement games give to small business to the great majority of such establishments over the country is now so well known that it should hardly be necessary to repeat the story.

But maybe that is just what the trade must do. Maybe it will be necessary to begin with the basic arguments again and keep telling the story for the next decade.

The story that the trade has to tell is that of a happy combination of some form of amusement with the goods and services offered by every small establishment. The big majority of establishments can well combine certain forms of amusement with goods and services in such a way as to attract and please customers at the same time.

In other words, the amusement games business can do more than make money—it can add pleasure and diversion to the everyday business of selling goods and services throughout the country. Customers have shown that they like it. Can the trade get the story over to those in places of authority?

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FOR THE WESTERN STATES

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LETTERS TO THE EDITOR

Dear Sir:

I was living at Bologna, as you can see by my paper's address, where I had a little manufactory of Automatic Distributors, but in the summer 1943 this manufactory has been destroyed by the War and I came to live in this country without the possibility to take again my old work.

Here in Italy there isn't no more coin money, for this reason the coin machine isn't used. In the Year 1940 I begun the construction of my model machine which is used to make an Automatic Lottery denominated "ALEA" I include in this letter two illustrated prospects.

As soon as I manufactured an exemplar machine, the war bursted and I had to suspend the manufacturing of others. Before the war I sent an offer to some American Commercial Houses, but I didn't receive answer for the bursting of the war. For the reason I cannot manufacture no more and also because in Italy (for many years) this machine cannot be sold, I have decided to sell it in block:

One ready complete machine ALEA
One machine incomplete without box and without electrical part.
The right, to whom buys it, to patent it (if he thinks it advisable) to his name.

The manufacturing of the machine is easy to make and it is already studied the manufacturing in series.

The Ministry of Finance of Rome has already tested and approved the working and the application of the "ALEA" Machine.

I am convinced that some American Commercial Houses specialized in the construction of Automatic coin Machine can develop a good business.

Considering that I need money, I sell in block for the modest sum of 1,000 Dollars net amount.

I take the liberty to address myself to your organisation to find me a buyer. The Commercial House disposed to buy, could send a fiduciary, (which could be found in Italy) to visit and to prove, by person, the "ALEA" Machine, so to hear the truth of what I have explained.

You must keep present that a fiduciary, if comes to visit it and to treat the affair, I must be informed in precedence because the machine is at Bologna, where I must go in time to show the demonstration.

Expecting to receive soon your extimated answering, I send you my greetings.

B. M., Italy.

(Inquiries sent in care of THE REVIEW will be forwarded to Mr. M.)

* * *

Gentlemen:

Have not received a COIN MACHINE REVIEW since February 1st. If our subscription has expired please send bill, but keep on sending THE REVIEW as we do not want to miss any copies.

C. R. M., Texas

* * *

Gentlemen:

We would like to have you change our mailing address to the above so that we will not miss a copy of THE COIN MACHINE REVIEW. We want to thank you for the swell job you are doing on this coin magazine. We get a lot out of it, so keep up the good work.

H. J. R., California.

* * *

Gentlemen:

We take your COIN MACHINE REVIEW and think it is a very good information source.

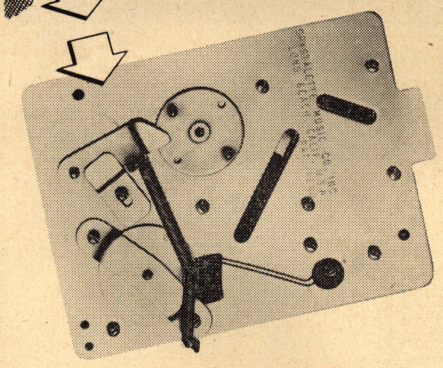
C. A. B., Iowa.

Sully's in New Quarters

LOS ANGELES—Sully's Enterprises have moved to new and larger quarters at 253 W. 58th St. to take care of expanding business.

The firm recently added the Quality film line to its extensive stock of musical films for both Panorams and Peeps. In addition, the company carries a complete supply of parts and supplies and has a modern shop for extensive repair work.

Here's a
COIN MECHANISM THAT'S BUILT FOR SERVICE!



Designed and built by coin operators especially for Coin Radios. (Pat. Pending.) Coin chute completely automatic. Electrically operated. No buttons to push or slides to pull. Only four moving parts, nothing to get out of order. Mechanism takes one to five quarters. Set to play one hour for 25c. May be set for ½ hour to 2 hours by operator. Timing device controlled by nationally known clocks. Coin trips by Micro switch. Impossible to jar into operation. Coin cannot be tipped from chute. Easy to install or remove. Overall dimension 4″x5″x2″. Write, wire or telephone.

$6.50 ea.
QUANTITY DISCOUNTS

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COIN MECHANISM DIVISION
1521 W. Anaheim St.
Telephone 715-75
LONG BEACH, CALIFORNIA

Hello Sucker!

was the greeting of customers by a famous Nite Club Entertainer,

BUT

We say don't be a sucker when you buy that new car because we'll provide the necessary money at

3½% or 4% Interest

(If you reside in Los Angeles County)

instead of the usual 6%. Our rates are even lower than the usual bank rate, as we receive our profit through writing your Insurance at lowest Standard Rates—All Arrangement by Telephone.

***References:* Coin Machine Review**
Dunn & Bradstreet

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541 South Spring Street

MIchigan 0961 **Los Angeles 13, Calif.**

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BEST BELL MACHINE EVER BUILT!

"Best Ever" is putting it strong, but putting it straight. *Proof* is piling up every day from operators from coast to coast where machines must stand the gaff or operators must stand the loss. Carefully kept records from operators, large and small, tell us the post war Bell you expected IS HERE.

We've gone all out to give you the best machine we know how to build — The Best Bell Anyone Builds. Why? Because you are getting the benefit of Buckley's wartime advances in engineering and design. You are getting the cumulative advantages of priceless experience gained in manufacturing coin operated machines more than twenty years, Buckley Track Odds and Buckley Music Systems.

COIN MACHINE REVIEW
31
FOR JULY 1947

FOUR MODELS

New 1947 Payout Criss-Cross Model—Pays $10.00 jackpot when bars are straight across or twenty coins on four different Criss-Cross combinations, as shown in the jack pot glass.

New 1947 Guaranteed Jackpot—$5.00, $6.00 or $7.50 on 5c play;
Pays $10.00, $15.00 or $17.50 on 10c play;
Pays $25.00, $30.00 or $37.50 on 25c play

New 1947 Standard Jackpot Model—with regular and reserve jackpot.

New 1947 Buckley Handload.

BUCKLEY MANUFACTURING CO.

Write, Wire, Phone for full information. No obligations.

H. R. MASER MUSIC COMPANY

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3½ Million

PEOPLE ARE HEARING ABOUT *THE SOURCE BOOK OF THE COIN MACHINE INDUSTRY*

In one of the most extensive promotional campaigns ever conducted in the Industry, we have launched an advertising program to make The SOURCE BOOK known to hundreds of thousands of people *outside* the Coin Machine Industry. Our purpose in so doing is two-fold: (1) To encourage new blood and new money to enter or invest in existing operations in the Coin Machine Industry; and (2) to widen the distribution of the SOURCE BOOK and provide our advertisers with a *bonus circulation* at no extra cost.

Our national advertising is now appearing in the following publications, with the readership indicated:

Barron's Nat'l. Business & Financial Weekly	39,243
Forbes	86,277
Opportunity ....Over	200,000
Specialty Salesman ....Over	300,000
Pathfinder ....Over	1,000,000
Financial World	38,830
Wall Street Journal (National)	85,000
Popular Mechanics	966,108
Popular Science Monthly	834,639
American Exporter (Spanish)	31,000

In round figures, 3½ million people have an opportunity to learn through the SOURCE BOOK of the unlimited possibilities offered by the Coin Machine Industry for new markets, new business, investment of idle capital, and employment.

This is but one of many services which we are rendering the Industry and points up one of the many reasons why countless manufacturers, distributors, jobbers and operators look to The COIN MACHINE REVIEW for leadership in the trade publication field.

The recently published SOURCE BOOK OF THE COIN MACHINE INDUSTRY is the greatest business stimulator in existence in the Industry. If you do not have your copy, send for one *today!* Price is only $1. Give copies to your business associates and employees. Give copies to your friends in other lines of endeavor who have resources, skill and business know-how to contribute to our rapidly expanding Industry!

Order the SOURCE BOOK OF THE COIN MACHINE INDUSTRY

from

COIN MACHINE REVIEW

1115 Venice Blvd. Los Angeles 15, Calif.

Radalarm Offers Radio Programs, P. A. System

NEW YORK—A new electronics development called *Radalarm* was displayed here recently at the Manhattan Center by Kingsley Enterprises for the Comco Co. of Coral Gables, Fla., and created an unusual amount of interest because of the advantages it offers coin operators and hotel and motel owners.

The equipment consists of a multi-channel wired-wireless system, providing four entertainment programs and an emergency system. The set installed in a guest room is similar in appearance to a high-grade table model radio and provides a selection of four radio stations, or other combinations with continuous music channeled from a record changer or wired music source. Dinner music or floor show in the hotel also can be transmitted to each guest room through one of the channels.

In addition, there is a fifth channel (for use at all times, even in the OFF position), serving as a public address system over which emergency alarms can be sent to all guests with instructions so that the building can be evacuated immediately, without panic.

The system consists of a transmitter station made up of five individual transmitters, an alarm unit with microphone, and the receivers. Receivers can be installed by plugging into the nearest light or power outlet. The entertainment can be automatically shut off during sleeping hours, or reduced in volume, and automatically restored in the morning.

The receivers can be installed with coin mechanisms or can be leased on a rental basis to hotels.

Cliff Abrahams, national sales agent for the Comco Co., is now appointing distributors throughout the country. Nat Cohen of Modern Sales is the distributor for New York, Pennsylvania, New Jersey, and Connecticut.

Golden Gate Novelty Expands Export Volume

SAN FRANCISCO—With export shipments now being made to the Hawaiian Islands, Hong Kong, and the Philippines, Golden Gate Novelty Co. is rapidly expanding its export business. "We have everything necessary for taking care of foreign trade promptly," Al Armos, veteran head of Golden Gate Novelty, revealed. "Not only do we have plenty of space for warehousing, packing and shipping—20,000 square feet—but 12 years of exporting experience has given us a complete working knowledge of how to export quickly and efficiently."

Golden Gate distributes a complete line of all types and makes of coin-operated equipment.

CMI to Award 4 Prizes At Annual Banquet

CHICAGO—There will be four awards for meritorious public relations work at the 1948 Coin Machine Show, it was announced at a recent board of directors meeting. First prize will be $1,000 in cash. Second, third and fourth prizes will be $500 each.

Rules will soon be issued; however, James T. Mangan, public relations director of CMI, said that the general plan would be similar to the one followed last year.

Samuel "Curley" Robinson, managing director of the Associated Operators of Los Angeles County, won a new Cadillac for his outstanding service to the Industry in 1946.

Location-owned Machines Show Post-War Increase of 9.8%

THE REVIEW, ever alert to new trends in the Industry, has polled operators of all types of equipment, posing this question: "Have location-owned machines increased or decreased in your territory since the war?"

Compilation of the replies reveal that location-owned machines have increased 9.8 per cent.

While proprietor ownership of certain types of equipment—bulk vendors, cigarette, candy, beverage, and bowling-type machines—have shown marked decreases, and other types such as scales have remained at an even level, a marked upswing in pin games and phonographs has brought about the over-all increase.

In sparsely settled territories, where locations are scattered over a wide area, location-owned machines have made deep inroads. It simply does not pay the operator to handle such a widespread route with so few potential sources of revenue.

Equipment which is still difficult to procure—i.e., beverage and ice cream vendors—is almost free from location ownership because the individual desiring to purchase a single machine will certainly get by-passed until operator needs are filled. And no operator or distributor of such devices will jeopardize future business at this time by selling direct—not if he has the smallest iota of business acumen. On the other hand, equipment which is plentiful, such as phonographs and pin tables, is oft-times sold direct by distributors and operators.

A breakdown into each specific classification of machine follows:

Music

During the war location owners made fantastic offers for phonographs: One restaurateur offered $1500 for a machine. Take was terrific and the owners, not satisfied with a 50 per cent return for rental of two square feet of space, wanted all the proceeds. Two factors blocked the money-mad location: (1) With no new machines being manufactured, the market was drum-tight. (2) Distributors, anxious to build good-will and future volume, sold only to operators; and operators, cognizant of high grosses, would certainly not consider cutting off their pocket book to spite their wallet by selling to a location and thus short-ending themselves out of a month-after-month money maker.

After production lines began to revolve again, the picture changed—fast. Some distributors, with plenty of phonographs on the floor and a substantial investment at stake, sold to anyone willing to buy, including locations. Operators who had made their debut during the lush war era found grosses gravitating to "normal" levels. Because they had come in on the upjaunt and knew or cared little about merchandising or service, they became discouraged and wanted "out." And if they couldn't sell their route to an operator, they peddled the machines to their locations.

A phonoman in Grindstone, Pa., strongly condemns certain distributors. "They are getting machines from factories," he says, "and selling direct to hotels and tavern owners. This is a fact because establishment owners are asking me for parts continually. This gripes me and should be stopped."

Pin Games

"The principal reason why location-owned pin games have multiplied is that the cost of games is too high for the operator to supply certain locations," says an operator in the Pacific Northwest. Elucidating further, he states: "Before the war a five-ball game cost $89.50 and it could be liquidated in 10 to 30 weeks. An operator could afford to hold a small-gross spot under these conditions. But now, with machines costing from $500 to $600 plus an excise tax of $100, he simply cannot afford to place them in spots grossing $6, $7, and $8 a week because his investment will never be repaid. So he passes up those kinds of loca-

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tions, and if the proprietor wants a game, he buys one. With some equipment backing up in warehouses, the distributor, in most cases, does not hesitate to sell direct. I know a chain of eight hotels in one city which buys equipment and employs a mechanic to service it."

An executive of one of the country's most influential amusement game associations estimates that 20 per cent of all pin ball games on location today are owned by proprietors. Asked if an association could stop such practices, he replied: "Only a strong association with teeth could stamp it out. A boycott of both distributor and operator guilty of such action could bring a right-about face."

Scales

Throughout the years the status of scales has remained unchanged. Locations owning them are almost negligible. In order to operate scales profitably, the coinman must have a large route inasmuch as the volume of each individual machine is small; for this reason, most locations do not want to bother with them. Also, when a new machine comes on the market, the owner, beset with service problems and competition from nearby establishments, usually discards the old one; whereas an operator can switch the types, moving the old scale to a poor-paying place and the new one to a spot where play will justify the investment.

Beverage Vendors

To this you can add frozen food, hot sandwich, ice cream, fruit vendors and any types which are comparatively new to the automatic merchandising field. Shortage of vital materials (in drink dispensers there is also the sugar factor) has hampered production, and where production is inadequate the location hasn't much chance of procuring a piece of equipment. Hence the new types of vendors should avert the "location-owned" stigma until the field is overcrowded and equipment is over-plentiful.

Bulk Vendors

One of the country's largest bulk vending operators sums up the situation rather succinctly: "There weren't many location-owned bulk machines before the war, but after the shooting started, ownership increased. Here's why: Some operators went into defense work and into the service and had to get out in a hurry. Naturally, they wanted the most from their investment, so they sold direct to the location. That is when the increase became apparent. But soon thereafter things began to change. The location owner found himself in need of certain parts and wrote to the factory. Naturally, all the plants were geared to war supplies and couldn't ship. So the proprietor tossed the machine into the back room and forgot about it. After the war operators came around with new sparkling vendors, and the proprietor, comparing them with the rusted relic in the rear of his place, let the operator take over."

Cigarette Vendors

The poll reveals that there were quite a few location-owned cigarette machines before the war but their number has diminished considerably and continues to slide downward.

A major cigarette operator in Chicago went on record thusly:

"Back in the 30's the locations were penny-conscious; they went after those extra coins. When the boom days came, they forgot about the pennies. They realized they could make ten times as much money on over-the-counter transactions, so why bother with maintaining their own cigarette machine? Those who still had ideas about owning their vendors gave them up when they couldn't buy equipment. And those who did own their equipment lacked mechanical know-how on servicing, and because the cig boys stand pretty solidly together, they had difficulty getting competent service men to work on their machines. After a while they began to regard the machines as a 'nuisance' and were only too glad to have an operator relieve them of the problem."

Candy Vendors

The same situation prevails in the bar field, the survey indicates, except that location-owned candy machines are even rarer than cigarette dispensers. "While the same service problem must be faced by the location owner, candy vending is more specialized than cigarettes, which means the owner's chances of making a go of it on his own hook are even less," a vender in Wilkes-Barre, Pa., reported.

Bowling Type Games

Californians love their bowling and bowl-type games. A leading distributor reveals that during the last month three operators bought equipment from locations who originally had purchased them direct. During the war, when new equipment was not available, sustained play kept revenue at a high peak and locations did quite well. But with new games being introduced and wartime grosses fading, the location did not deem it practical to buy new equipment without a market for his old. That brought the operator back into the picture, where he now remains.

* * *

As the coin field becomes more specialized and locations begin to realize that operating is a full-time job requiring distinctive aptitude and skill, then location-owned machines will dwindle and the operator will be King of the Location.

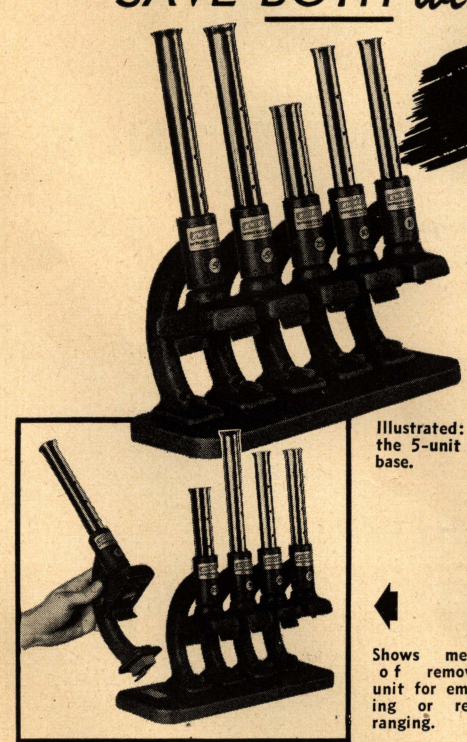
Expansion at Premier

NEW YORK—Premier Coin Machine Mfg. Corp. has moved into a new 6,000 square foot plant at 1797 First Ave. to handle a sharply accelerated volume of business. The new plant is in addition to the one at 577 Tenth Ave., and the offices and showrooms at 559 Tenth Ave.

Cigsters Add Sideline

PROVIDENCE, R. I.—Cigarette Operators George Hanna and George Simpson have added barber supplies to their line—non-coin-operated.

TIME MEANS MONEY!
SAVE BOTH with KWIK-KOIN
COIN CHANGER



Illustrated: the 5-unit base.

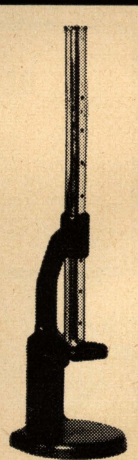
Shows method of removing unit for emptying or re-arranging.

Choice of 25c, 10c, 5c and 1c units. Each unit can be arranged in any position in the base. Bases are available for 2, 3, 4 or 5 units and can be purchased in any combination of units.

A light touch of lever delivers coins into your palm . . . 4 quarters, 5 dimes, 5 nickels or 5 pennies. Kwik-Koin Changers are precision-machined, guaranteed accurate, sturdily built and beautifully finished.

Immediate Delivery — write for prices of various combinations.

McPHERSON MFG. CO.
1641½ E. 28th Tacoma 4, Wash. Distributors wanted.



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Solid Aluminum Casting
Polished Chrome
Holds $10 In Nickels
Guaranteed Accurate
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Each
Also Available With 5-Unit Base
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TRACK ODDS

SEVEN COIN RACE HORSE CONSOLE

DAILY DOUBLE FEATURE

In addition to the regular payouts of 2, 4, 10, 16 and 30 there is a Jackpot Payout up to $25.00 tops.

STEEL CABINET *with* **BEAUTIFULLY GRAINED FINISH**

colorful illuminated top **"TUF-FLEX"** *shatter-proof* **GLASS**

AUTOMATIC ODDS CHANGER

posting different odds before each race

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- Personalized Location Advertising
- Wide Choice of Mirror Designs
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- Single Coin Drop—5c or 10c play optional
- New Materials in Smart Design
- Front Door Accessibility

A smart and startling cabinet for your obsolete equipment—not a mere conversion or makeshift cabinet but a new and fresh treatment for music selling—as up to date as tomorrow's newspaper. Available as a complete unit or the cabinet only—for use with Concert Masters, Colonels, Majors, Commanders and 7850's. Other models now being designed for other equipment. Convert your own obsolete equipment or exchange the above models for a complete unit.

The MIRRO-MATIC gives you a custom built phonograph designed for the individual location—tops any mass production phonograph model for Eye Appeal, Location Appeal and Player Appeal—assures long term operation and high earnings.

The Trend is Toward Custom Built Phonographs

Modernize your obsolete equipment

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Los Angeles, 1701 W. Pico Blvd., DR-2341

Specifications:
78" High, 42" Wide, 18" Deep

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INCORPORATED

SAN FRANCISCO
STOCKTON
LOS ANGELES

AUTOMATIC MUSIC

Copyright Bills Serious Threat to Music

WASHINGTON—One of the most serious threats the Automatic Music Industry has faced in its entire existence is represented by two short bills now under serious consideration by Congress. Both measures would have the effect of banning the playing of records in coin phonographs without the payment of a royalty to the copyright owner of the music. At present, the Industry is specifically exempted under the Copyright Act of 1909.

An impressive array of talent has been mustered by supporters of the two bills. The House Judiciary Subcommittee on Patents and Copyrights, which conducted several hearings in May and June, heard testimony in favor of the bills by such luminaries as Deems Taylor, Fred Waring, Gene Buck, and a galaxy of composers including Fred Ahlerd, composer of *Mean to Me* and *I'll Get By*. Waring, who spoke as president of the National Assn. of Performing Artists, and Buck, speaking for the American Society of Composers, Authors and Publishers, highlighted the claims of the bills' supporters by declaring that music operators are coining a fortune without paying any money beyond the price of records to either the composers or the artists who make the record.

At this writing, opponents of the copyright measure had not yet been heard, but Irving B. Ackerman of the Michigan Automatic Phonograph Owners' Assn. told THE REVIEW that he would claim the Industry is largely responsible for the tremendous sale of phonograph records—that through the wide-spread playing of records in machines around the country, the public is induced to buy thousands of records that would otherwise never be sold.

Typical attitude of Congressmen inter-

(See COPYRIGHT BILLS, Page 40)

Major Record Manufacturers Display Discs at NAMM Convention

CHICAGO — Phonograph records were conspicuous on the exhibit floor at the annual trade show held here June 2 to 5 under the auspices of the National Association of Music Merchants. As many as seven trade organizations in the music industry cooperated in making the show a success. Owners and managers of retail music stores made up the bigger part of the more than eight thousand delegates who registered.

Among the exhibitors were 27 phono record firms representing about 30 labels of the more than 300 labels said to be on the market. The displays were designed chiefly to help retail stores sell more records and some men well known to the coin machine trade were in attendance as owners of retail music stores. In years past the retail music field also contributed some well-known operators and distributors in the commercial phonograph field.

If more than 300 record labels have been announced, the 30 labels represented might be considered a small representation of the entire record industry. But the major names were there and some of the labels now becoming well known to operators were on display.

On the official list of record firms were Audience Records, Inc., Bibletone, Inc., Black and White Record Co., Capitol Records, Inc., Columbia Recording Corp., Continental Record Co., Decca Records, Inc., DeLuxe Records Co., Enterprise Records, Inc., Exclusive Records Co., Graphic Records Corp., Harmonia Records Corp., Keynote Recordings, Inc., King Record Distributing Co., Linguaphone Institute, Majestic Records, Inc., Manor Record Co., Melody Record Supply, Inc., Mercury Record Corp., MGM Records Div., Musicraft Records, Inc., RCA Victor Div., Rainbow Records, Inc., Record Album-of-the-Month Associates, Inc., Sacred Records, Inc., Signature Recording Corp., and Vox Productions, Inc.

Manufacturers of needles were also showing on the exhibit floor and the list included those well known to music operators and some that are designed chiefly for the retail store trade.

More than 250 firms were represented among the exhibitors and products presented ranged all the way from pianos and band instruments to small musical toys. Among the manufacturers of instruments, the name of the Rudolph Wurlitzer Co. is most familiar to music operators. But the firm was showing goods that appeal to retail stores this time and not coin-operated phonos.

One morning program was set aside for a general meeting on selling records. Chief record problems on the program included a better balancing of inventories, selling records made by the independents, and prospects of a slump in the record business. Retail store owners are also worrying about record sales by non-music store outlets. Drug stores, book stores and mail order houses are considered competition in this field.

The idea seemed to prevail among the

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retailers that the big number of labels and also the increasing production of records that now goes on will eventually mean selling pressure to get more outlets. Retailers then fear that price cutting will become the order of the day. They talk now about better gross margins, fair trade practices and general promotion for the established store.

Indications of ever increasing production were seen here and there and record manufacturers report they are running extra shifts to meet current demand. Representatives of Signature Recording Corp., were present to tell the trade about the new plant recently purchased in Connecticut and Musicraft officials reported the good news about how their new program would bring more and more presses into operation. The firm hopes to open its West Coast plant as well as increase its output considerably in the East.

Shortly before the convention at least three new record labels had been announced and others may come in the next few months unless a record slump sets in. Retailers said sales in their outlets are slowing up and the tendency is to say it is due to national trend for consumers to spend less. Record dealers say a drop in sales always comes at this time of year also. Leaders in the trade do not think a serious decline in retail sales will come this year.

As an indication of high production, retailers do not complain of poor deliveries on the top tunes. Some of the newer recordings are slow in delivery and manufacturers admit to delaying new tunes in order to press more records of the most popular sellers.

Phonograph operators in Chicago report deliveries on the records they order are satisfactory.

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Financial papers also report on earnings of the record firms which suggest that business is improving right along. *Barron's* weekly recently said that the phonograph record division of the Columbia Broadcasting System grew so fast in 1946 that record income more than offset the drop in broadcasting income. In 1945 the Columbia Recording Corp. had accounted for less than five per cent of the consolidated net income of CBS.

Barron's took time out to warn its investor readers, however, that records are a luxury item and a general recession might pinch sales considerably.

Music operators watch all these developments and think back to the days when they could buy their record supplies much cheaper than now. If a slump should come in retail records sales, and production facilities are still increased, they wonder if the prices of former years will return for the operator.

Record manufacturers explain that labor costs are much greater than ever and that all new equipment and expansion costs much more than in pre-war years. They say also that all materials going into records are high and may go higher. Retailers are worrying much more right now about the high cost of records than operators of music machines because they fear the public may quit buying to some extent. Sonora aroused considerable interest on the price front several months ago with its 39-cent record, but shortly before the convention it was announced that the 50-cent price was being restored. Reason was increase in labor costs.

Government reports on April excise taxes were available at the convention to give some idea of how the record business is gaining. Federal tax collected on records in April 1947 amounted to $822,336, compared with $384,193 in April 1946. This was an impressive gain in one year. The April 1947 tax also shows a nice gain over March this year, in which the tax on records was $707,304.

The NAMM convention presented a landmark showing of the record business from the standpoint of the retailer. The convention was also evidence of the vast amount of business that is being done to promote popular music. The organization maintains its headquarters at 28 East Jackson Blvd., Chicago, and William A. Mills is executive secretary.

Jones Distributing Is Beehive of Activity

SALT LAKE CITY—R. F. Jones, head of the Jones Distributing Co., is enthusiastic about the J. P. Seeburg Corp., campaign for five-cent play on phonographs.

Seeburg has supplied Jones with decalcomanias promoting the idea to the public that with a Seeburg they are able to make their own choice of music and play it for a nickel. These decals are being distributed to all Seeburg locations in the seven-state area served by Jones Distributing.

The company reports all of the Jennings products for which it is a distributor are making a strong play in Idaho and are getting a good reception from club rooms in Utah and other such places in the region.

Receiving considerable attention is the new Bally *Highboy*. It has the popular hold and draw features of the Bally *Draw Bell* and also eye-level reels. Also receiving considerable approval in the show room is the new arcade counter game, Bally's *Heavy Hitter* while the Bally Five-Ball *Rocket* has reached an all-time high in sales in the records of Jones Distributing.

C. N. McMurdie, general manager of Jones Distributing, assisted R. F. Jones in the reception and entertainment of Clyde Porte of Chicago, director of field service for Seeburg, who arrived in Salt Lake about the middle of June. Porte was accompanied by his family and visited the Jones company's office in Denver before coming to the Utah capital.

The Salt Lake offices of Jones are undergoing extensive remodeling to permit larger storage areas and better showroom facilities. When complete the setup will afford Jones the newest, most modern and up-to-date plant in the Intermountain area, McMurdie declares.

Correction

In the June issue of THE REVIEW an article about Allite Mfg. Co. stated that George Graf, one of the officials of the company, fomerly was General Manager of Rock-Ola Mfg. Corp. This was in error. Graf was Works Manager.

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With this great new "Music Mirror" Cabinet you can economically and completely modernize and revitalize your music route . . . no matter how old your present phonograph equipment is . . . provided it is in good condition. Sparkling hand-carved and back lighted mirrors in various smart designs to match the decorations of your locations. High-fidelity Alnico 5 speakers mounted on each side at the top of the cabinet for maximum room coverage.

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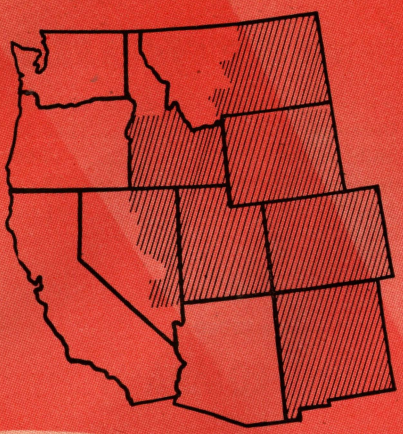

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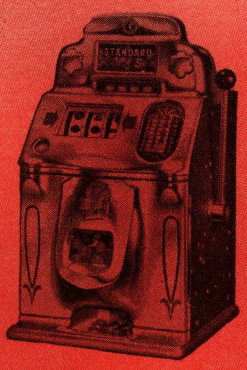
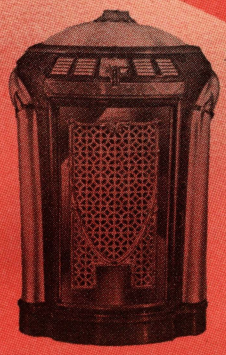


The New 1947 Line

See the largest array of flashing chrome Jennings machines ever offered. Every machine a masterpiece of beauty and workmanship. Ask us about the new Jennings $1 Chief—now available for immediate delivery.



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The unquestioned leader 1n the field! Seeburg Scientific Sound Distribution gives you music exactly tailored to each location . . . new wireless and 3-wire Wallomatics with 5-10-25 cent coin chutes . . . famous reliable mechanism you have learned to trust . . . and only Seeburg gives you the 2-year investment protection plan! Ask us to show you how you can "Stay Ahead with Seeburg!"

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The Bally Rocket, Triple Bell, Bally Entry, Hi-Boy and others from the famed Bally line — yours to see and profit by when you deal with the Jones Boys! Ask us for complete information — yours entirely without cost or obligation!

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COIN MACHINE REVIEW
39
FOR JULY 1947

COPYRIGHT BILLS

(Continued from Page 37)

ested in the issue is that when Congress provided the original exemption for coin phonos, the only coin-operated machine was the one with earphones, which only one person could hear at a time. With the rapid strides made by the Industry in the last half-century, many legislators feel, this "special privilege" should be eliminated. If this view is not changed, it looks like one of the bills will be made law sometime within the next year.

Prime force behind the drive to enact the bills is ASCAP, which was tabbed in THE REVIEW for December as "trying to get a percentage of the nickels pulled in by automatic phonographs." Just what percentage ASCAP will demand for its members, if the bills are enacted, has not yet been determined, but ASCAP officials have indicated that it may be as high as one cent out of every nickel taken in by a machine.

The exemption afforded automatic phonographs under the copyright laws has long been a thorn in the side of foreign composers, and it is highly possible that the State Department, in the interest of other nations, may quietly suggest to Congress that the bills be enacted. At a recent meeting held between ASCAP members and Latin American composers on copyright problems, song writers from south of the border were highly critical of the exemption. Also the international association, Confederation Internationale des Societies D'Auteurs et Compositeurs, recently passed a resolution calling for an end of the coin-phono exemption. All this international pressure is greatly aiding ASCAP in its drive.

In addition to the National Assn. of Performing Artists, ASCAP is being aided by such organizations as Songwriters Protective Assn., National Music Council, and Music Publishers Protective Assn.

New Home for Columbia

SEATTLE—Columbia records are now being distributed by Radio Television & Appliance Co., who succeeded Sunset Electric Co. as purveyors of the label.

Phonograph Bargains

Wurlitzer 616, like new	$ 95.00	Genco Total Rolls	$250.00
Wurlitzer 500, reconditioned	225.00	Chicago Coin Goalee	250.00
Wurlitzer 600, reconditioned	225.00	Mills Jumbo F. P.	50.00
Wurlitzer 800, reconditioned	400.00	Jennings Silver Moon	75.00
Seeburg Crown	175.00	Jumbo Crane, Arcade	25.00

Ball Gum Machines, Peanut Machines, Stamp Machines, Needles, Tubes, Globes, parts of all kinds.

Ball Gum, Peanuts, Almonds—Write for prices.

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Chicago Men Believe Bills Will Fail

CHICAGO—Representatives of the Automatic Phonograph Manufacturers Assn. went to Washington to attend another hearing on copyright legislation, scheduled for June 16, but final reports on this hearing were not available when press time came. Chicago manufacturers of phonographs expected to get to tell a more complete story than had been possible in the previous hearings.

The Illinois Phonograph Owners Assn., with headquarters here, named Wm. H. Rosenfeld, attorney representing music operators of Cleveland at the Washington hearings, to also represent the Illinois group. Ray Cunliffe, president of the Illinois operators, also attended one of the hearings.

Opinion current among both manufacturers and operators here, at the present time, is that no real guess at the final outcome can be ventured now. Phonograph manufacturers wanted to assure operators that they would do everything possible to defeat the proposed legislation.

Everybody recognized the difficulty of the present situation. The half dozen organizations that are interested in collecting fees in some form from the commercial phonograph trade have been gathering momentum for their drive for many years. Similar bills have been introduced at eleven previous sessions of Congress and this is the first time a public hearing has been held. H.R. 1269 is regarded as the bill chiefly aimed at opening the way for collecting a fee on the phonograph trade. It is being considered, along with two other bills.

Leaders in the trade here expressed the belief that the sharp divisions, about the three bills being considered by the House subcommittee, that had developed among artists, authors, publishers and record manufacturers would probably help to defeat all the bills.

Division among the various groups developed over who should really own the copyrights. Some speakers at the hearings said the Constitution really invests the copyright ownership in the author. Record manufacturers, particularly representatives of Decca and Columbia, said record manufacturers should hold copyrights on recordings.

Operators of phonographs say the real threat is in the fact that, once the protective clause in the 1909 copyright law is removed, there would be no limit to the amount, or probably the number of special fees that could be demanded of the commercial phonograph trade. Many operators remember that only a few years ago, James C. Petrillo, head of the American Federation of Musicians, led a campaign to collect special fees from the phono trade.

A consensus of opinion among manufacturers and operators here, as of June 15, suggested the view that the bills probably would not come to a vote on the House floor. The trade still more strongly believed that, if the bills should pass the House, they would not get through the Senate.

Girl Softballers Out For Another Title

CHICAGO—Rock-Ola not only boasts of a winning phonograph but a winning softball team as well. The *Music Maids*, swinging back into action for the 1947 season, have annexed five championships in the past eight years.

After winning top honors in the Chicago Metropolitan Girls' League in 1942, '43 and '44, the feminine softball aggregation entered the National Girls' Professional League and captured another championship.

R. P. Sanders, manager of the club, reveals there are several newcomers to this year's team which should add more punch to the lineup.

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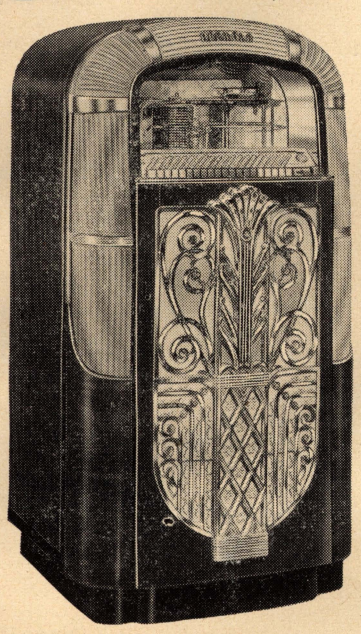
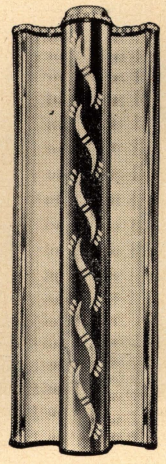
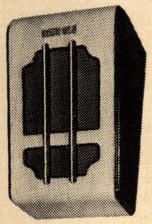


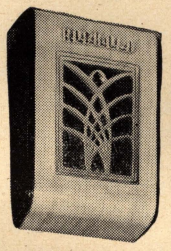
THE PHONOGRAPH THAT SELLS—MUSIC



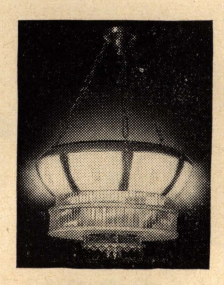
MODEL 1807 MODERNE SPEAKER



MODEL 1603 WALL SPEAKER

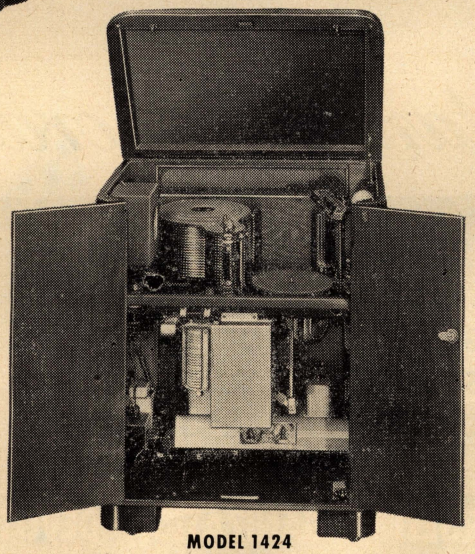


MODEL 1606 TONETTE SPEAKER

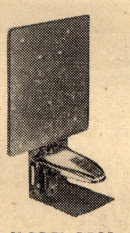


MODEL 1604 TONE-O-LIER SPEAKER

MODEL 1906 REMOTE VOLUME CONTROL

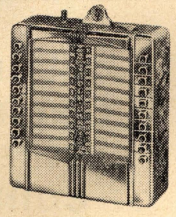


MODEL 1424 PLAYMASTER



MODEL 1531 DELUXE BAR BRACKET

MODEL 1533 UNIVERSAL BAR BRACKET



MODEL 1530 WALL BOX

ROCK-OLA Manufacturing Corporation * 800 N. Kedzie Ave. * Chicago 51, Ill.

The West Meets Growing Demand for 30-Wire Cable with Its Own Plant

When Packard produced its first selective remote control boxes in 1940, experiments were undertaken to determine which type cable was most effective for installation. After two, three, four, and 30-wire cable had been given searching tests, Packard decided on the latter. The factory asked W. E. Simmons, western regional manager, to procure a sufficient supply for the 11 states in his territory.

At the time there was no factory in the West making this item, and shipments from Chicago were costly and required considerable time. So Simmons embarked on a one-man scouting expedition.

He called on Western Insulated Wire Co. of Los Angeles and explained the tremendous field which was unfolding now that remote control was in vogue. Western was skeptical. They had standard machinery for other type wires but 30-cable required a special cabling device which had to be constructed. If this remote control set-up was just a passing fad, the additional investment in machinery would go for naught. Western perched on the fence and refused to budge.

To show confidence in his convictions, Simmons placed an order for 350,000 feet, backed by a substantial down payment. Western built the required machinery and went to work.

Western Insulated Wire Co. is still working—not spasmodically, whenever orders are received, but at full capacity, in an attempt to unbury themselves from an avalanche of business. Right now they are booked solid till the end of 1947.

The saturation point is nowhere in sight because more and more operators and location owners realize that providing service at the customer's elbow opens up new points of sale and increases play. In addition, whenever boxes are removed from one location and placed elsewhere, new cable is usually required. Under normal conditions, where the ground or floor is not damp, the cable will last five to ten years. If dampness is prevalent, it will only remain in good working condition for several years.

Western turns out 75,000 feet per month. While this figure is not very imposing in itself, it must be remembered that 30 separate conductors must be processed for each piece of cable; therefore, the correct figure in actual footage is 2,250,000.

How is 30 conductor cable made? What materials and machinery are necessary?

THE REVIEW dispatched a reporter to the Western Insulated plant to find out.

Following is a list of raw materials:

Bare soft annealed copper wire: two 16 gauge strands and 28 of 22 gauge. Copper is 99.99 per cent pure, which is the finest obtainable.

Soft cotton yarn: natural and dyed, of various sizes.

Insulating paper.

Two wax compounds: one is standard type insulating compound used in many other types of wire; the other, applied to the outer braid, is specially treated material which has vermin-resistant qualities.

Machinery:

A wire drawer, which draws heavy rod copper to proper size through diamond dies.

Insulating machine to apply paper and cotton insulation.

Braiding machine; this is a standard type in the trade. It carries 25 bobbins of cotton yarn which rotate about the machine, producing a maypole (or weaving) effect.

Cabling machine.

Saturating or waxing equipment.

The factory is 2,000 feet square. Row upon row of circular machines spin and weave in a shrill piercing crescendo which never relent in their nerve-jangling harassment. Fifteen minutes of it and the man unaccustomed to wire factories finds his hearing deadened to shell-like numbness.

Equipment is entirely automatic. One man takes care of eight insulating machines; one handles four cabling devices; another levers four waxing units, and still another is in charge of 20 braiding machines.

Personnel move from unit to unit, while the machines pound away, relentless in their steady drive, oblivious to human hands and minds.

There are windows in the high ceiling, and toward the light emanating therefrom drifts wreaths of smoky fumes. Odors permeate the place: the acrid black smell of asphaltic compound used for telephone wire, the warm pungency of melted wax, and the antiseptic, carbolic acid odor of waxing compound.

Lined along the side of the room are 10,000 foot rolls of shiny copper wire drawn to required gauge. They are mounted in insulating machines which simultane-

(See CABLE, Page 44)

Coin Machine

Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

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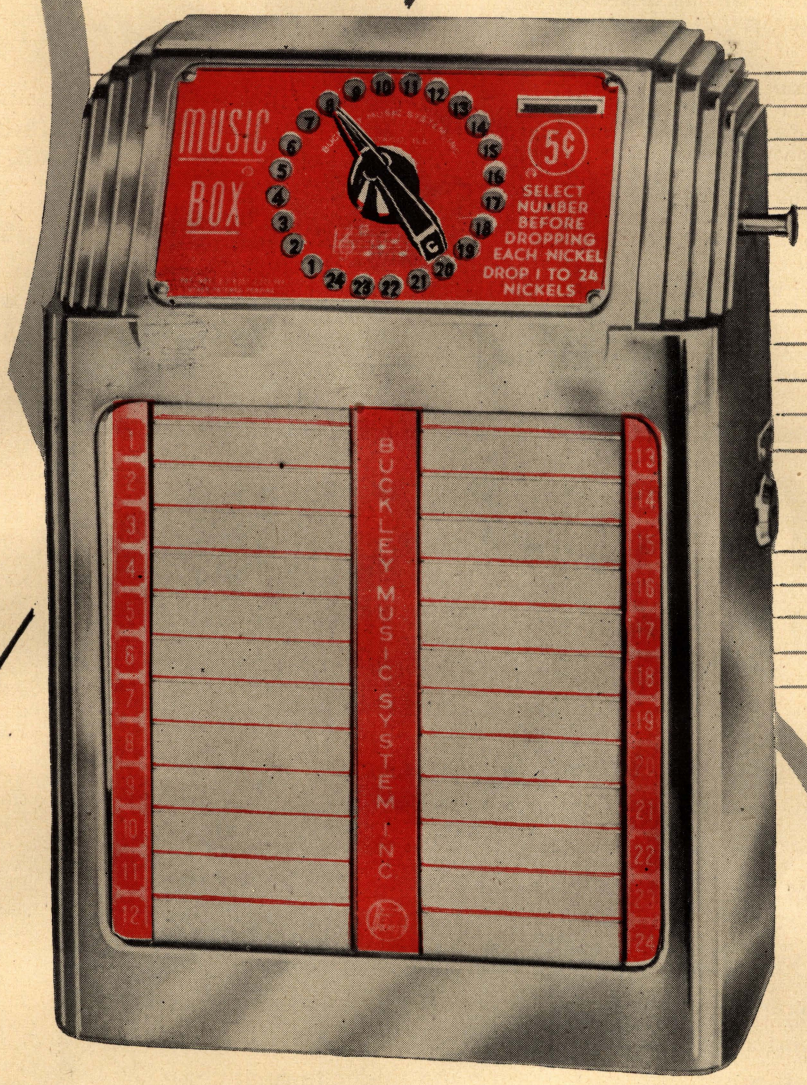

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CABLE

(Continued from Page 42)

ously draw the paper insulation about the wire and also apply a color-coated fine cotton wrap. The insulating machine is comprised of a die; through one end copper and insulating paper are drawn parallel. As the wire and paper are drawn through the die, the die forms the paper into a tube about the copper, and as the paper-covered wire leaves the die, a continuous band of weftless (which means that the threads are parallel, with no interweaving) tape is wrapped about the paper-covered wire.

The driving mechanism for pulling wire through the die and wrapping device is a take-up reel, onto which the wrapped wire is rolled. Each insulating machine can be set to take one color or a variety at one time.

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Sparkle!!
Flash!!

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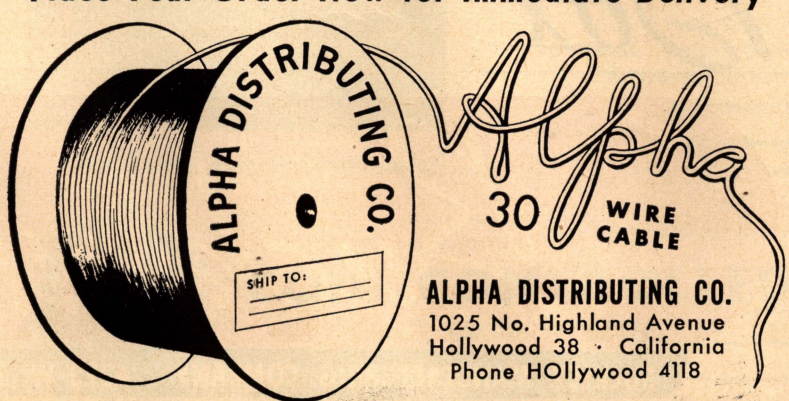
Our 30-wire cable is GRADE A-1. The cotton wrapped singles are covered with a waxed paper under heavily waxed outer cotton cover, assuring less absorption of moisture and under normal conditions the cable gives ideal service for years.

Our 30-wire cable has satisfied operators from Coast to Coast over a period of years. Today, we are winding our cable on strong metal spools to insure safe delivery. The average lengths of our spools are approximately 750 feet.

WE SHIP NATIONALLY

Place Your Order Now for Immediate Delivery



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Hollywood 38 · California
Phone HOllywood 4118

The 30 separate wires are next assembled in a cabling machine, with each color-coated wire on an individual spool. This machine consists of a rotating table on which are mounted supports for 30 spools. The wires are pulled from these 30 spools toward a die which is located above the rotating table. The die is in a fixed position; with table rotating, the pulling of wires through the die causes a twisting action, thus producing twisted cable. Like the insulating machine, the mechanism for pulling the wire through the die is connected by a gear assembly to the take-up drum.

After the twisting operation, a cotton wrap is applied—on the same cabling machine—by a mechanism similar in principle to the insulating machine.

The entire assembly passes through the first waxing compound and becomes thoroughly impregnated. After the waxing operation, the wires are run through the braiding machine, where a closely woven seamless tubular covering is applied.

The cable then receives another waxing, this time with vermin-resistant compound.

Now it's ready for testing. The cable is carefully checked for continuity of conductor, as well as leakage between conductors.

If pronounced fit for phono use, it is rolled into 500 foot coils and shipped.

The amazing part about the whole cable production story is that 30 individually wrapped and colored wires are compressed into a diameter approximately 1/3 of an inch.

Philly Music Men to Pick Monthly Special

PHILADELPHIA—More than 100 Industry members operating more than 5,200 music boxes in this area participated recently in the start of a "click tune of the month" promotion drive aimed at the teenage public.

The promotion was launched at a banquet at Click night club and the operators who are among the biggest names in the business here voted for the first "click tune." They chose *Chi-Baba Chi-Baba* and this selection will take No. 1 position on all their machines during June.

All subsequent selections will be made by teen-agers and record fans at a monthly party staged at Click, with radio disc jockeys providing their listeners with tickets to attend.

The parties are similar to the hit tune affairs which have been operated in Cleveland. Sponsors locally are the Music Machine Owners' Association of Eastern Pennsylvania, allied trade leaders and representatives of recording companies.

The New Scintillating

MUSIC MASTER

Phonograph Operators

Place your old mechanisms in the new

MUSIC MASTER

Specifications:

72 inches high, 43 inches wide, 22 inches deep.

For Hideway Units Use the

REMOTE MASTER

Specifications:

72 inches high, 43 inches wide, 16 inches deep.

Telephone Music Operators

Use the

MELODY MASTER

Especially designed for telephone music

Specifications:

72 inches high, 16 inches deep, 43 inches wide.

Outstanding Features

1. Three models to choose from.
2. Large variety of mirror designs to choose from.
3. Mechanism serviceable from the front or back.
4. 5, 10 and 25c coin chutes or 10c and 3 25c coin chutes.
5. New Glass bricks for various lighting effects.
6. Speaker mounted in top and baffled for excellent tone quality.
7. Special order made to meet your requirements.
8. Various models to choose from.
9. We put your location's name on top of each cabinet. This sign made of clear plastic with special lighting effect.
10. Our push button electric selector is cheat-proof, and it is adaptable to any phonograph mechanism that comes equipped with an electric adaptor.

Visit our showroom in our factory, and see them coming off the assembly line.

Write for complete details and colored pictures showing lighting effect.

It will pay you to visit our showroom to really appreciate their enchanting beauty.

Distributors: Exclusive territories are now open.

SCOTTO MUSIC CO.

2030 O Street **(Dial 4-1722)** **Sacramento, Calif.**

Less Than 1 Operator Out of 6 Uses Location Contracts, Survey Reveals

When new phonographs made their post-war debut, many operators scrutinized the price tag and decided that the only way they could realize a full return on the investment was to sign location owners to a contract. The wise operator prepared a contract which was not only binding on the owner but the location as well—in the event the spot changed hands, his equipment would remain under the same conditions.

Just how prevalent are contract agreements? Have they proved successful?

THE REVIEW has conducted a nation-wide survey to find out. Thousands of questionnaires were mailed to operators of all types of equipment. Herewith is the result.

Only 15.6 per cent of those polled are using contracts. Principal objection is "competition."

An operator of both amusement devices and vendors in Texas says: "I do not use contracts because they are not common practice here and competition prevents their use." Another Texan writes: "Do not believe they can be made to hold in view of unfair competition." A cigarette vender in the Midwest is firmly sold on the merits of such an agreement—"it is the only way to operate on a business basis—" but adds, "competition will not permit in this locality."

Unfair competition is a common term employed by coinmen who feel that contracts are a good thing but that lack of cooperation between operators prevents widespread usage.

A music man in New Rockford, North Dakota, presents another side to the competition angle. "Medium locations are not bothered by competition," he states. "Good locations are held with good machines and the newest records. Nearly 100 per cent of our location proprietors are our friends."

"Service is our contract," says a Providence, Rhode Island, operator, and his attitude is reflected by hundreds of others: "We let service talk for us;" "Personal contact and nothing binding with either proprietor or operator builds goodwill;" "I am of the opinion that my company is selling service and goodwill. If a location is no longer in need of the service, I see no reason why they should be compelled to continue because of a contract."

The goodwill motif is much in evidence. "If you can't trust the proprietor, he won't value a contract nohow," says a Tennessee coinman. Others: "We do business on gentlemen's word-of-mouth agreement basis only;" "I do not think it necessary if the location owner has the right feeling toward the operator."

A Pennsylvanian feels that contracts are not practical with old locations but would be okeh with new ones.

The legality and enforcement of written agreements are open questions in many minds. Here are some typical replies: "They are not binding on the location;" "Usually not enforceable;" "Any contract you make has loopholes in it;" "Have never believed that the courts would support the contract;" "Don't use them simply because they don't hold water."

While competition is one of the principal reasons advanced by the "no contract" group, it is also one of the chief reasons why operators do use them. A vending man in Grand Rapids, Mich., has this to say: "Having a contract not only causes the location owner to take more interest in equipment, but also protects against competition." From Shreveport, La.: "It is evident that protection is needed, and a contract protects against chiselers."

Most of the "pro" operators believe that contracts help stabilize their business, hold locations, eliminate commission disagreements, and that in the case of substantial investments, at least assures return of installation costs.

Other reasons offered included: "Just a matter of form to show that is my machine" and "psychological effect."

A portion of the questionees had not definitely formed an opinion. "I'm investigating both sides first;" "Not using them yet, but it's possible I may later;" "Thinking of it."

Then there is the classic reply which is relegated to a class by itself: the operator who does not do business via contract because "it is too much work."

Shellac Substitute

ATCO, N. J.—Dumor Plastics, Inc., has converted its entire plant facilities to the manufacture of *Dumor*, a new plastic compound used as an "extender" or substitute for shellac in the manufacture of phonograph records.

Ledyard Heckscher, president, and A. H. Ciaglia, vice-president and research manager, began development work on the compound about three years ago.

COIN MACHINE REVIEW 46 FOR JULY 1947

SHEET PLASTICS

20"x50" — Pliable — Per Sheet $12.50
50 gauge, red, yellow, green or clear

PLASTIC WINDOWS

New, clear, transparent . . . for your model 850 program holder. Per Set $5.00

WURLITZER

	Each
800 Top Corners	$16.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
950 Lower Sides	12.50
24 Top Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

ROCK-OLA

	Each
Standard, Master, DeLuxe or Supers: Top Corners (Solid Red, Yellow or Green)	$12.75
Lower Sides (Red or Yellow)	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green)	$14.50
"Hi-Tone" Grille Pilasters (Solid Red, Yellow, Green or Onyx)	2.25
"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green)	6.00
Lower Sides	9.50

If you don't see what you want . . . ask for it!
We may have it in stock!

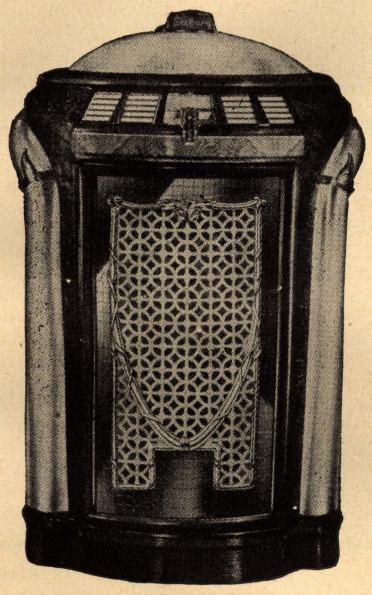
Eagle Coin Machine Co.

1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS

PHONE MICHIGAN 1247

SEEBURG OFFERS . . .

A MUSIC SYSTEM—*for any location*



Seeburg Scientific Sound Distribution is designed for you—whatever your needs. A study of your sound requirements plus proper specification of Seeburg equipment is your assurance of the best in sound systems. Each installation is "location engineered".

This Means:

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- ✓ SELECTION SIMPLICITY
- ✓ TROUBLE-FREE OPERATION
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Investigate

SEEBURG—

The Modern Music Merchandising Method

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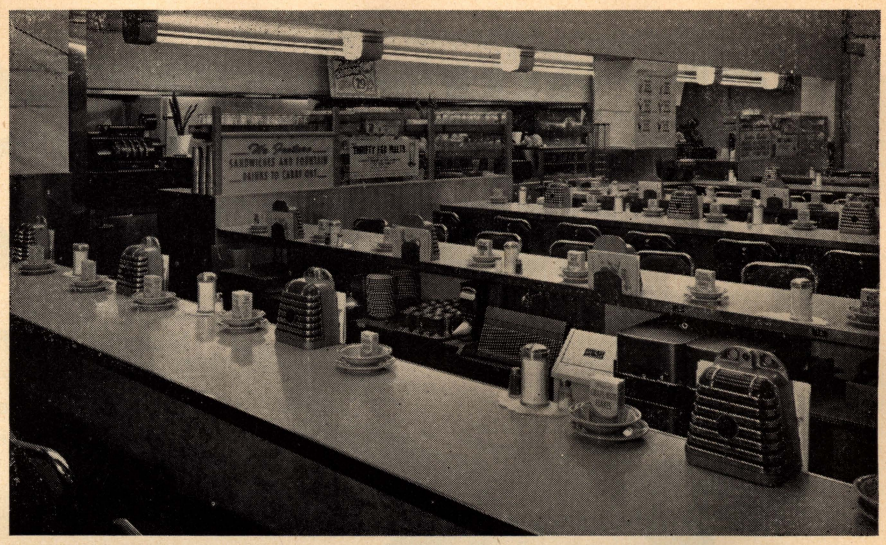
No. 4 Bernard St.
Spokane 4, Wash.

Unusual Phonograph Mechanism Displayed

LOS ANGELES—An unusual type of record changer and phonograph mechanism is being shown locally by Art Sternall, well known Southern California operator, who has built a 20-record phonograph which permits practically continuous play of records. The mechanism holds 4 rows of five units, each unit consisting of a turntable, pickup, motor, solenoid plunger and relay. Each unit can be quickly removed by loosening two wing nuts at the back of the cabinet and pulling out the plug.

Principal advantages claimed for the mechanism are fast record change and elimination of damage to the edges of the records. The needle of each unit rests on the first groove of the individual record and upon insertion of several coins, the turntable starts up on the first number, gaining proper speed when the needle reaches the recorded groove. When the needle runs off the innermost groove, the next unit starts up in less than a second, making the lapse between actual music about three seconds.

Sternall and Doug Solley, who has assisted in experiments on the machine for the past year and a half, state that they ran the mechanism continuously six weeks without a single breakdown. The mechanism is adaptable for either hideaway or floor model, and stands 33 inches high, 33 inches wide, and 18 inches deep. Local coinmen who have seen it are of the opinion that it can be manufactured at less cost than present machines. Sternall does not plan to manufacture the mechanism himself but expects to turn it over to some established phonograph manufacturer.



Shown above, the new Solotone MAGIC SELECTORS, offering recorded and radio entertainment, at one of the numerous test locations where increased earning power was proved.

Permo Exec Back In Top Shape

CHICAGO—E. C. (Gene) Steffens, Permo's vice-president and general sales manager, has completely recovered from a protracted illness and is now back at his desk moulding sales plans for Permo Point needles, which have proved exceptionally popular with phonograph operators for many years.

Steffens expressed deep appreciation for the many letters and personal visits from operators and distributors during his illness.

Another Discery

ST. LOUIS—The upteenth record firm to enter the wax business is Town & Country Record Co., Inc. First releases have been issued following completion of the firm's modern pressing plant. Some of the artists under contract include the Crew Chiefs, formerly with Tex Benecke; Eddie Oliver's Mocambo Orchestra; "Skeets" Yaney, cowboy singer and Red Fox and his Pack of Hungry Hounds.

Henry Morose is president of the new company, with Bob Reichenbach promotion counsel and West Coast representative.

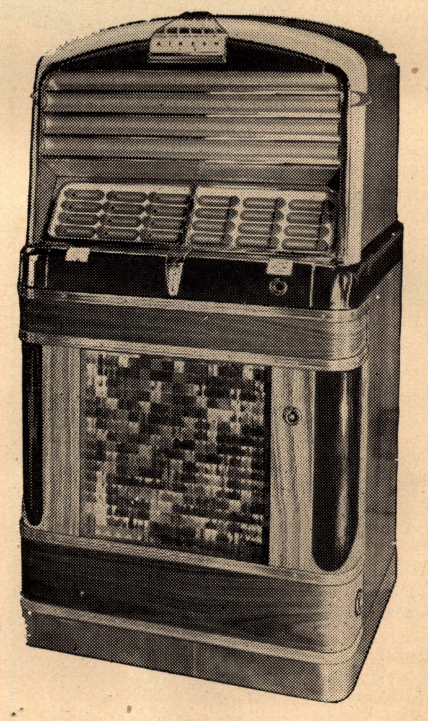
Viva La Fiesta!

IT'S AIREON TIME . . . TIME TO CONVERT TO THE BRILLIANT NEW 1947

AIREON FIESTA DELUXE

Eye-arresting beauty of design—the irresistible play appeal of soft, fluorescent lighting—sparkling prisms of color, revolving in an ever-changing pattern of beauty—that's AIREON!

And inside there's deeper beauty, a mechanical beauty that pays off in more play, more trouble-free hours of operation. Heart of Aireon's two great Electronic Phonographs—the FIESTA DE LUXE and the SUPER DE LUXE—is the Aireon Record Changer, so smooth, so simple of operation, so much faster than others, giving you more play and 18% to 36% greater profit. The feather-light Aireon Magnesium Tone Arm, with Crystal pick-up, brings out the full tonal quality in every record and *doubles record life*. High fidelity Cinaudagraph Speakers produce the thrilling electronic music for which Aireon is famous. SEE AND HEAR THESE FASCINATING AIREONS TODAY! For leadership in design, leadership in performance, leadership in play appeal, leadership in pay appeal, IT'S AIREON ALL THE WAY!



AIREON FIESTA
DE LUXE MODEL

GARRISON SALES COMPANY

—EXCLUSIVE AIREON DISTRIBUTORS FOR ARIZONA—

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MAKE SOUND PROFITS *Sounder* WITH A WURLITZER MUSIC SYSTEM

It pays to

- Put your Wurlitzer Phonograph within easy reach of everyone with play-producing Wurlitzer Wall Boxes.
- Eliminate dead spots—blasting—with properly placed Wurlitzer Speakers.
- Make your Wurlitzer Music more accessible at a more pleasing sound level. The results pay off in the cash box!

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Exclusive WURLITZER *Distributors*

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626 W. Washington St.

Ask our advice on the installation of Wurlitzer Engineered Music Systems

"Timtayshun" Becomes Overnight Sensation

HOLLYWOOD—Two months ago few phonograph operators even knew a character named Red Ingle existed. Today he is the rage of the phono world as a result of one click-hit novelty: *Timtayshun*. Whatever it takes to jackpot the funny bone of America's music fans, Red and his Natural Seven have it.

Within 48 hours after its national release, the Capitol platter started on Best Seller Road and is still enjoying terrific play.

Here is a quick close-up of the man behind the hot disc: He sings and plays the violin, sax and clarinet; he spent ten years with Ted Weems' ork and was in the group which recorded the original *Heartaches* record; toured U. S. and overseas with Spike Jones.

The COIN MACHINE REVIEW was the first trade magazine in the field to recognize the sales potentialities of this number and to tip off operators. In the "Automatic Music" Section of the June issue, *Timtayshun* was rated five stars (highest classification possible.) The reviewer stated: "Unusual material of this type reaps rewards via the coin chute and we suggest an early featuring of this disc."

62-Year-Old Phono

CHICAGO—A phonograph built in 1885 is still drawing coin at Eddie Michelsen's tavern. The machine features old-time favorites such as *The Curse of an Aching Heart, When You Wore a Tulip*, and other nostalgic ballads.

Michelsen bought the machine in Mitchell, S. D. for $35; collectors have offered him as much as $1,000 but Michelsen has turned down all offers.

Mape's "Mirro-Matic" Being Shipped Throughout U. S.

SAN FRANCISCO—"The center of the mirrored cabinet business is in California, but already it is expanding to every principal coin machine center in the country," Leonard Baskfield, vice-president of E. T. Mape Distributing Co., revealed. "We are shipping our *Mirro-Matic* to Florida, New York and Chicago, and have increased our production facilities to take care of the enlarged market."

Baskfield adds that the firm now has a new selector panel adaptable for Rock-Olas, and also a new adapter to include more Seeburg models.

E. T. Mape Distributing Co. has also noted an upward swing in export business and is shipping various types of equipment to a number of foreign countries.

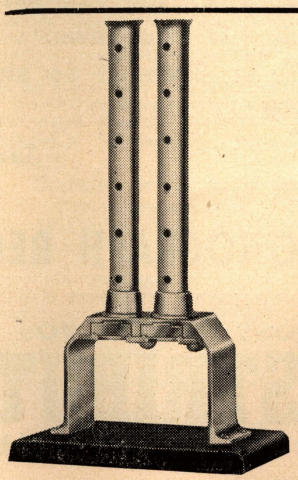
Change Management at Keynote

NEW YORK—A group of financiers have injected fresh blood into Keynote Recordings by taking over management of the firm. John Hammond is president; Max Lipin, vice-president; Robert McKinney, treasurer; and Cameron McKenzie, secretary and assistant treasurer.

Under the new regime, Keynote will enlarge its large catalogue of masters and will tie in with an English, French or Central European recording firm.

Mileage Eater

PHOENIX—To book new business, opines Jim Kelly, new owner of Phoenix Distributing Co., you have to go out and get it. Which is just what Jim did. Last month he covered every town in New Mexico and Arizona; results, he said, were good.



NICKELS . . .

Quick as a Flash!

With

JUNIOR CHANGERS

Highly polished chrome finish — precision machined—weighted non-slip base—capacity thirteen dollars in nickels—dispenses five coins from each tube.

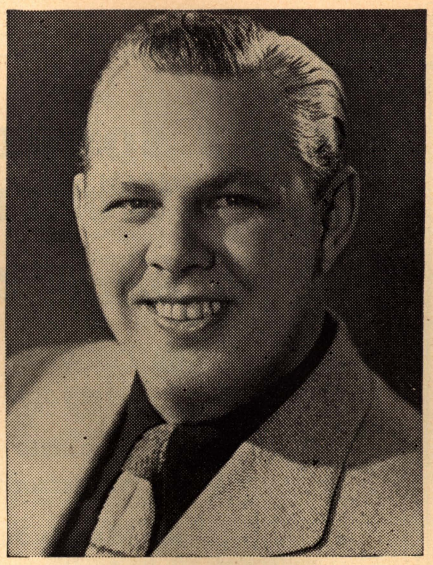
$17.50

(Distributor Discounts)

Northwest Sales Co.

3144 Elliott Ave., Seattle 1, Washington

"The Name PACKARD On A Phonograph Is Like Sterling On Silver"



Mr. Operator:

We're out of the horse-and-buggy days in automatic phonograph operating. Today folks are buying quality – PROVED quality – and wartime off-brands are going begging even at reduced prices. Smart folks, and smart operators, seem to have the knack of recognizing quality merchandise by the name appended thereto.

PACKARD and CAPEHART are synonymous with QUALITY! Both speak STABILITY – CHARACTER – INTEGRITY – PERFORMANCE . . . . outstanding characteristics you want in every piece of automatic music equipment you operate today!

In offering the Capehart PACKARD line to our customers we're positive there is no finer automatic equipment available to music operators today – regardless of the price – than that now being offered by Packard. For the Packard line brings you the seasoned experience of the greatest names in automatic music – – men who have devoted a lifetime to creating equipment that will make money for operators.

We're mighty proud we are privileged to represent the PACKARD line in this area. We are now making immediate deliveries on the sensational Model 7 Pla-Mor Phonograph, the Model 400 Hideaway, the Pla-Mor Wall and Bar Box and the complete line of auxiliary speakers. If you haven't examined the PACKARD line, why don't you do so today? We'll be pleased to show you why PACKARD is the best bet TODAY . . . . AND TOMORROW!!!!!!!

Jack Gutshall

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

TWO LOCATIONS TO SERVE YOU

JACK GUTSHALL DISTRIBUTING COMPANY

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Classical Recordings

Comments on the latest 10- and 12-inch classical releases of selections suitable for use on Wired Music.

Victor Red Seal Album 1116 (12")
Leopold Stokowski and Hollywood Bowl Symphony Orchestra
THOMSON: THE PLOW THAT BROKE THE PLAINS

This is a symphonic suite adapted by the composer from the score of the motion picture. Recorded on a sound stage, it possesses superb acoustical quality. Scope of music is suggested by its sub-titles—"Drought," "Desolation," "Blues," and "Cattle." Flavor is thoroughly American and Stokowski's sensitive understanding of the spirit of the music is readily apparent. Use singly or together on any 12-inch setup.

Victor Red Seal Album 1117 (12")
New York City Symphony Orchestra, RCA Victor Chorale, and Featured Artists
BLITZSTEIN: SYMPHONY: THE AIRBORNE

For solid listening enjoyment, this album is starstudded and firmly packed, but the continuity is such that one must give almost undivided attention to the 14 sides. Interspersed in the 12 more or less independent sections are a narrator, soloists, male chorus and a large orchestra. A possible success in dining spots but pick 'em discreetly.

Victor Red Seal Album 1118 (12")
Boston Symphony Orchestra, Serge Koussevitzky, Conductor
BACH: BRANDENBURG CONCERTOS

These Concertos, No. 2 in F and No. 5 in D, lend themselves best to dining spots where light musical fare sets the stage for gracious dining. For those who love the music of Bach played as it should be, Dr. Koussevitsky and the Boston Symphony will fill the bill.

Victor Red Seal Album 1119 (12")
Boston "Pops" Orchestra, Arthur Fiedlier, Conductor
CHOPIN: LES SYLPHIDES

Another album especially suited for system piping music into dining and industrial spots. A thoroughly delightful performance is recorded on these six sides and the Anderson and Bodge arrangement reflects the essential qualities of Chopin's original version. Try this set.

Victor Red Seal Album 1120 (12")
Yehudi Menuhin, Violinist, and Dallas Symphony Orchestra
BARTOK: CONCERTO FOR VIOLIN AND ORCHESTRA

Misses the boat for automatic use. The Bela Bartok work is a drawn-out affair which could only interest one violently interested in the possibilities Menuhin could discover and deliver from Bartok's only violin concerto. Final side of the album strikes us as the best, for it abounds in riotous and fantastic rhythmic figuration and could be used on piped setups.

Victor Red Seal Album 1121 (12")
Vladimir Horowitz, Pianist
PIANO MUSIC OF MENDELSSOHN

Here is a superb album with six sides which can be used on any type of wired music, or intimate music setup. Issued as a Centenary Album, the best piano music of Mendelssohn is given masterful treatment by Horowitz. "Wedding March" and "Variations After Liszt" make the album a veritable treasure chest of piano gems. Get it.

Victor Red Seal 15-1005 (12")
Pasquale Amato, Baritone
VERDI: O VECCHIO COR, CHE BATTI
FRANCHETTI: FERITO PRIGIONIER

Victor Red Seal 15-1006 (12")
Celestina Boninsegna, Soprano
VERDI: O CIELI AZZURRI
VERDI: MA DALL' ARIDO STELO DIVULSA

Victor Red Seal 15-1007 (12")
Pol Plancon, Bass
MOZART: INVOCATION
FERRARI: LE LAZZARONE: GEORGES: LE FILIBUSTIER

Victor Red Seal 15-1008 (12")
Jeanne Gerville-Reache, Contralto
BIZET: HABANERA
MASSE: CHANSON DU TIGRE

Victor Red Seal 15-1009 (12")
John McCormack, Tenor; G. Mario Sammarco, Baritone
PUCCINI: AH, MIMI, TU PIU NON TORNI
PARIGI, O CARA

These ten sides, recorded on vinylite and listed at $3.50 per copy, represent the second of the RCA Hermitage Series—gems of yesteryear re-recorded for today's enjoyment. Numbers comprising this series were recorded in 1913, 1910, 1906, 1905, 1911 and 1914. Some of the artists have passed away and, to be sure, the artistry captured and held by these discs could never be reproduced today. To successfully use any of these discs the operator must know his locations and their musical tastes. It must be borne in mind that recordings of this vintage were not electrically recorded and consequently present qualities are lacking. However, a remarkably fine recording is being offered. Listen to these at your supplier. Properly used, they should be profitable items.

Victor Red Seal 11-9568 (12")
Sir Thomas Beecham and B.B.C. Symphony Orchestra
SIBELIUS: KARELIA SUITE, Op. 11
No. 1: Intermezzo No. 3; Alla Marcia

Sir Thomas has won a reputation for aiding in the popularization of the music of every land and on this recording he displays profound insight into the Finnish master's style, for his treatment is superb on both selections. Your customers will enjoy these recordings, for there is plenty of entertainment packed into each side.

Columbia Masterworks Album X-MX-278 (12")
Robin Hood Dell Orchestra with Dimitri Mitropoulos
GIAN-CARLO MENOTTI: SEBASTIAN —BALLET SUITE

Of late, America has become a musical melting pot with many fine European composers coming to work in this country. One of the most prolific and gifted has been Gian-Carlo Menotti, whose ballet suite from his "Sebastian" is beautifully presented by the Robin Hood Dell Orchestra. Four sides tell a beautiful story and music is suggestive of lyrical love scenes. Excellent dinner music.

Columbia Masterworks Album X-MX-277 (12")
Orchestra of the Royal Opera House, Covent Garden
ADAM: GISELLE—BALLET MUSIC

This is reputed to be the oldest and hardiest of all the works in the standard ballet repertoire. Composed more than a hundred years ago, the music is as charming and earnest in character as when Adam composed it under impoverished conditions. Excerpts recorded herewith provide excellent dining music or for piping into industrial spots.

Columbia Masterworks Album M-MM-677 (12")
The Philadelphia Orchestra, Eugene Ormandy, Conductor
TCHAIKOVSKY: SERENADE IN C MAJOR FOR STRING ORCHESTRA, Op. 48

An interesting album with considerable possibilities for automatic use. Second movement, particularly, adapts itself to coin use. It is a graceful waltz with the strings of the Philadelphia Orchestra expressing a sumptuous quality as they fairly play in the rise and fall of the dance rhythms. All six sides may be used for most wired setups or single sides effectively offered.

Columbia Masterworks Album M-MM-683 (12")
Anne Jeffreys, Polyna Stoska, Brian Sullivan and members of Original Company
HUGHES-WEILL: STREET SCENE

While the 12 sides making up this album may well constitute another future classic in the catalog of Americana, the continuity and relationship of one to another precludes their use on coin-controlled equipment except on equipment when the production might be playing your city. Recordings are made up of dramatic and musical excerpts from the Broadway production.

Columbia Masterworks Album M-MM-679 (12")
Philharmonic-Symphony of New York, Bruno Walter conducting.
SCHUBERT: SYMPHONY No. 9 IN C MAJOR

Composed during the last year of the composer's life, Columbia issues this vital new interpretation of his symphonic swan song in commemoration of the 150th anniversary of the birth of Franz Schubert. From the beginning to the end the work is a continuous outpouring of strength and radiance. Critics agree the 9th contains the greatest music Schubert ever wrote. Records may be used singly or in series on automatic wired systems.

Columbia Masterworks Album M-MM 671 (12")
Cyril Smith, piano, with City of Birmingham Orchestra
RACHMANINOFF: CONCERTO No. 3 IN D MINOR, Op. 30

This inspired work fairly overflows with the crescendos and soaring melodies which have made Rachmaninoff a "popular" classical composer. The distinguished English pianist brings out the full-bodied and brilliant musical effects which made Rachmaninoff a master of devices in emphasizing the virtuosity of the piano against a rich orchestral background. Any one, or all, of these records may be successfully used on coin equipment.

Columbia 71957-D (12")
Carnegie Pops Orchestra
ARKANSAS TRAVELER — SEMPER FIDELIS (March)
THE SKATERS—Waltz, Op. 183

Snappy, spirited numbers that will please patrons everywhere. Played with vitality and high spirits under the direction of David Broekman, numbers are recorded in a manner to invite repeat plays. Very good.

Columbia 71961-D (12")
Guiomar Novaes, Piano
SAINT-SAENS: CAPRICE ON THE AIRS DE BALLET FROM OPERA "ALCESTE" BY GLUCK

In her first recording in many years Madame Novaes has selected the seldom-heard work and given it a buoyancy that is truly sparkling. Fascinating sides. Okeh for piped music and industrial use.

Columbia 71968-D (12")
Edward Kilyeni, Piano
MENDELSSOHN: SCHERZO A CAPRICCIO IN F SHARP MINOR
BEETHOVEN: POLONAISE IN C MAJOR, Op. 89

While well recorded, there is nothing particularly to recommend this to operators. Artist is not well known and while the composers and works are familiar to all, the piano interpretations are standard.

Columbia 17407-D (10")
Vitya Vronsky and Victor Babin, Duo-Pianists
BRAHMS: WALTZES, Op. 39

Played in the best Viennese tradition, five Brahms waltzes are given a sparkling new setting by these twenty fingers. Played with a dazzling technical skill and warmth, this recording captures all the romance and gaiety of the city which Brahms made his home. Use it.

* * *

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CHICAGO, Feb. 1947

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Equipment used: 4 identical turntables, each with 2½ oz. pickups, playing identical new records continuously for 10½ hours daily — with new needles of 4 competitive makes in each of the pickups.

The four needles used were: a ***PERMO POINT ROUND,*** *two precious-metal tipped competitive needles and one sapphire. Each morning the records played the previous day were properly identified and put on display (as shown in the photo above) for the operators to see for themselves the comparative record wear of the various types of needles tested.*

On the opposite page is the photographic record of the tests; proof that **PERMO POINT ROUNDS** are in a class by themselves for kindness to records!

PERMO, Incorporated

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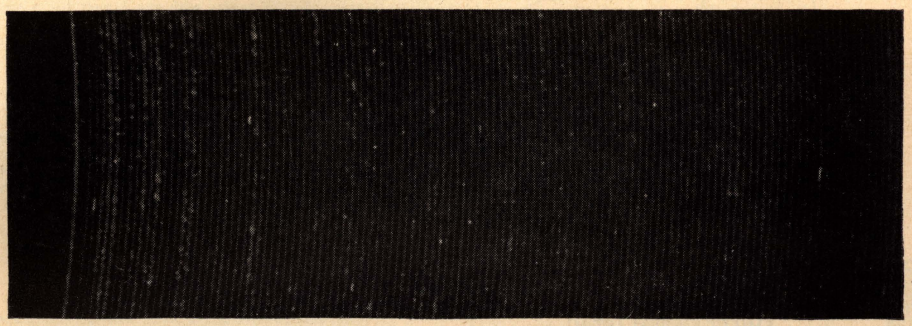
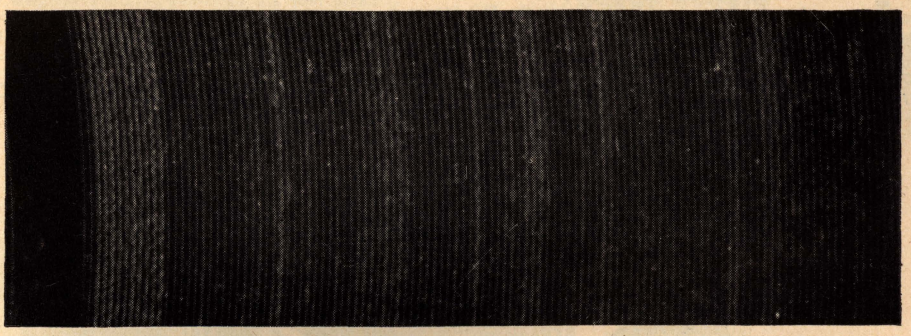
as shown RECORDS

This photo shows a new record; never played. All photos shown on this page are actual and not retouched and are magnified. The 4 photos, below, show *comparative record wear* after 10½ hours of continuous operation (over 200 plays) using a PERMO POINT ROUND and 3 competitive coin phonograph needles.

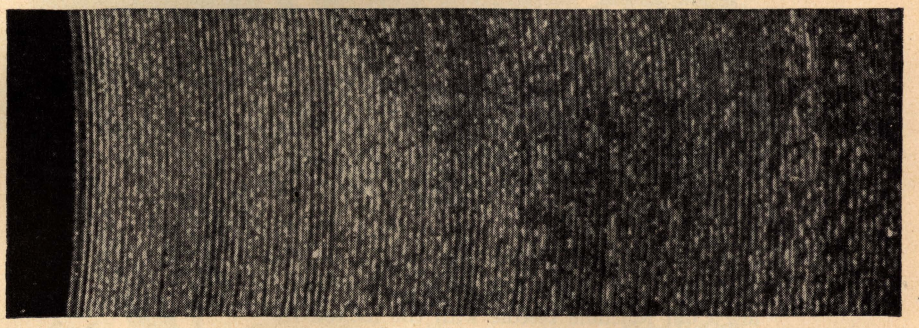
Here's PERMO POINT'S record. Please note—despite over 200 plays the record is *almost as good as new!*



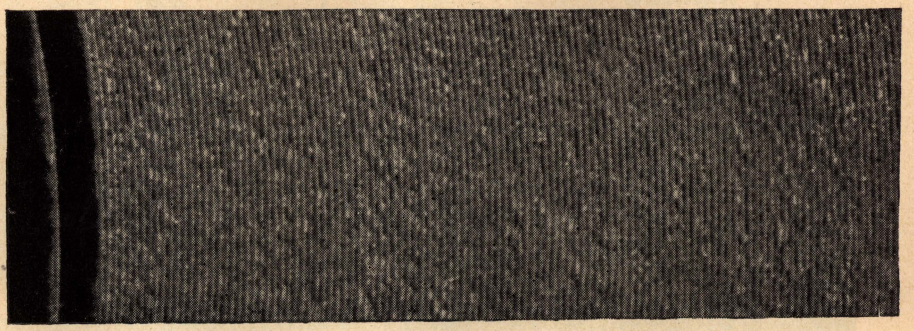
With a competitive precious-metal tipped needle—designated needle "B" —30% *to* 40% *greater record wear.*



With competitive precious-metals tipped needle—designated "C"—*50% to 70% greater wear.*



With a sapphire needle—designated needle "D"—*80% to 100% greater record wear.*



CHICAGO
26

Hot off the Platters

KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

APOLLO

3★ 1064 Connee Boswell
CHI-BABA CHI-BABA (My Bambino Go to Sleep) (V FT)
THERE'S THAT LONELY FEELING AGAIN (V FT)

The bambino will have trouble going to sleep with this rendition dinning into his ears. Connee and Jerry Jerome's ork have lost sight of the lullaby motif and give this the old jazzoo. The vocal, while styled differently, lacks the appeal which this disc would normally pack. "B" is more in line with Boswell's talents. It's a romantic ballad which clicks in average fashion.

3★ 1065 Charlie Barnet
BUNNY (Inst.)
ATLANTIC JUMP (Inst.)

Plenty of hot torrid licks in this pair which swingsters can catch on the wing. A melody is recognizable in "A" which contains itself within the number; but "B" jumps all over the joint in a cataclysmic outpouring of instrumental gymnastics.

BLACK AND WHITE

3★ 848 Phil Moore
DON'T WORRY 'BOUT STRANGERS (FT V)
SWEET EILEEN (FT V)

A pair of hot numbers featuring the Phil Moore Four. Tunes are not new but the arrangement and rendition is brand new in both cases. Colored spots will relish this duo.

3★ 3011 Gaylord Carter
HUNGARIAN DANCE No. 5 (Organ)
VIENNA DREAMS (Organ)

Standard organ numbers in standard delivery style which will appease the organ appetite of most patrons. Carter jazzes up a chorus or two of Hungarian Dance which is regrettable.

CAPITOL

4★ 422 Johnny Mercer and the Pied Pipers
TALLAHASSEE (V FT)
CECILIA (V FT)

Topper, from Paramount's "Variety Girl," may never get into the Big Ten but it will hit mighty close. Mercer teams with the Pipers for a smooth, listenable ditty which will click in all boxes. Flip is an oldie brought back to life. Done in relaxed, easy style, it is good fill material.

3★ 423 Jo Stafford
I'M SO RIGHT TONIGHT (V FT)
PASSING BY (V FT)

Both these numbers will enjoy a fair amount of phono success, but they're not the click hits that reams of exploitation will try to make you believe. Back number is along the lines of "Symphony" and "Mamselle" but approaches neither for poignant melody. Stafford's chirping and Paul Weston's orking are both good.

4★ 424 Ella Mae Morse
OLD SHANK'S MARE (V N)
GET OFF IT AND GO (V N)

The cow-town boogie fans will go for these because they are patterned in Ella's woogiest style. The combo backing her is whip-sharp, especially Buddy Cole, whose piano maneuverings reach scintillating peaks.

3★ 425 Matt Dennis
LOVE'S GOT ME IN A LAZY MOOD (V FT)
A TROUT, NO DOUBT (V N)

Albeit nice backing by Paul Weston, "A" strikes a chord just above average. Matt Dennis fails to capture the lazy mood. Bottom side is a beaty heppy number with the zaniest lyrics ever, but time and again the screwiest words have proved the most popular sellers. Dennis socks across the lyrics in super fashion. Give "B" a thorough whirl and don't be surprised at what happens.

3★ 426 Freddie Stewart
SINCERELY YOURS (V FT)
THERE'S THAT LONELY FEELING AGAIN (V FT)

Freddie Stewart, singing star of Monogram's series of teen-age movies, makes his Capitol debut with this pair, and even though we like to give new waxers a good send-off, we can't get overenthused on these. The vocal assistance of "The Dream Lady" and the orchestral accompaniment are both very good, but Freddie fails to make much of an impression. Average fare.

3★ 40000 Tex Ritter
BATS IN YOUR BELFRY (V HB)
THE LAST MILE (V HB)

Ritter inaugurates Capitol's new "Americana" series with this brace. Nomination for the disc whirl goes to "A," which is good cowtown fare; lyrics are novel, and Ritter throb-voices home a nice rendition. "B" is the dragged out, supersolemn story of a prisoner awaiting his doom. No dice.

4★ 40001 Tex Williams
SMOKE! SMOKE! SMOKE! (That Cigarette) (V HB)
ROUNDUP POLKA (V HB)

Our sombrero is off to Tex Williams for two masterful performances, especially the front flip. Williams pulls away from the downtrodden cowboy beat and delivers a novelty which will get plenty of attention from all locations. There is good strong rhythm, spoken as well as singing lines, and some punchy humor. Williams' spoken lines are reminiscent of Phil Harris' fast patter. Second half of this duo is a very pleasant polka, well sung, and spun for easy listening and dancing.

3★ 40004 Uncle Henry's Original Kentucky Mountaineers
YOU SHOULD HAVE THOUGHT OF THAT BEFORE (V HB)
TWO TIME LOSER (V HB)

Tunes run true to hillbilly form. Guitar, mandolin and fiddles combine to create a good country background.

3★ 40005 Larry Cassidy
SOLD DOWN THE RIVER (V HB)
STORMY HEART (V HB)

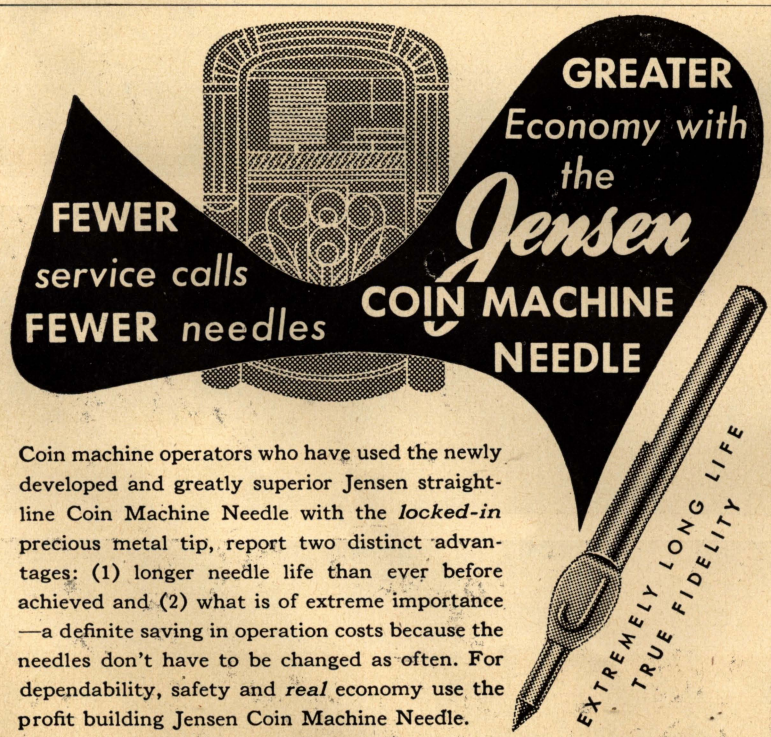
Well-done songs of the hills which should appeal to the billy coterie. The usual story of broken loves, and broken hearts, with accompanying lamentations.

4★ 40006 Merle Travis
I'M SICK AND TIRED OF YOU, LITTLE DARLIN' (V HB)
LAWSY, WHAT A GAL! (V HB)

A cynical attitude is certainly in evidence on these two sides and the results are highly entertaining. The difficulties of love life come in for an airing and the folks will come back for repeats. Very good.

3★ 40007 Wesley Tuttle
MAIL ORDER MAMA (V HB)
UNTIL DAWN (V HB)

Two new folk etchings featuring Tuttle and His



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CHARLIE
SPIVAK
Tomorrow
Rusty Nichols on the vocal
AND **There's that Lonely Feeling Again**
Tommy Mercer does the romantic lyrics.
RCA Victor 20-2287

TONY
MARTIN
with Victor Young, his Orchestra and Chorus.
Too Marvelous for Words
featured in Warner Brothers' "Dark Passage."
AND **Ain'tcha Ever Comin' Back**
RCA Victor 20-2293

VAUGHN
MONROE
Say No More
AND
Ivy
From the Universal-International picture of the same name.
RCA Victor 20-2275

SPADE COOLEY
(King of Western Swing) and his Band
Red Hair and Green Eyes
AND
Boggs Boogie
RCA Victor 20-2295

JOHNNY TYLER
and The Riders of the Rio Grande
Oakie Boogie
AND
Texas Red
RCA Victor 20-2290

SPIKE
JONES
Love In Bloom
Starring The Barefooted Pennsylvanians, Dr. Horatio Q. Birdbath and The Saliva Sisters.
AND
Blowing Bubble Gum
RCA Victor 20-2245

ERSKINE HAWKINS
and his Orchestra
My Baby Didn't Even Say Goodbye
Laura Washington sings
AND
Coast to Coast
RCA Victor 20-2292

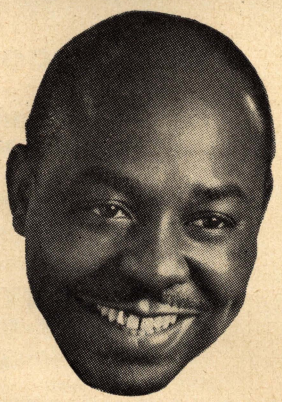
LESLIE SCOTT
with Billy Moore Jr. and his Orchestra
You Go to My Head
AND
Gaslight
RCA Victor 20-2277

COIN MACHINE REVIEW
55
FOR JULY 1947

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

ROY MILTON
AND HIS SOLID SENDERS



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Texas Stars. Wesley is one of the best interpretive balladeers on this type of music and his talents are apparent on this coupling. Extraordinary guitar is also a highlight.

4★ 40008 Julia Lee
SINCE I'VE BEEN WITH YOU (V B)
A PORTER'S LOVE SONG (V B)

Featured for 13 years at Milton's nitery in Kansas City, these two numbers by Julia Lee represent the ones most requested by patrons there. First is an original with Julia on the vocals and a muted trumpet solo that is excellent. Second is the oldie Fats Waller featured so successfully years ago. Julia goes into her best K. C. groove to bang the Baldwin and sing the lyrics on this old Negro novelty tune.

4★ 40009 Little David Wheaton
I JUST COULDN'T HELP IT (V B)
THERE'S ALL KINDS OF WOMEN (V B)

This fellow is an itinerant blues singer who has traveled extensively throughout the South with medicine shows and as a single performer. Like Leadbelly, he's highly regarded in the blues field for his distinctive way of strumming a guitar and shouting indigo melodies most of which are written by his wife who travels with him. These are representative of his best. Try 'em, they're sizzlers and the guitar work is worth repeat coin in itself. Good novelty stuff for phonos.

COLUMBIA

3★ 37324 Doris Day
PETE (V FT)
IT TAKES TIME (V FT)

Highlight of these sides is the intimate silky smooth voice of Doris Day. Topper lacks distinguishing qualities; it's one of those average "so what" ditties. Tail spin is better of the two but Michell Ayres accompaniment is weak.

4★ 37344 Dinah Shore
ASK ANYONE WHO KNOWS (V FT)
POPPA, DON'T PREACH TO ME (V N)

A sure-fire duo. Dinah is at her vocal best on both spins. Flip-on is a slow, warm love ballad which is as danceable a tune as you'll find anywhere. Under-fling is well-timed, well-tempoed and Dinah shows her adaptability by catching the spirit in all its essence.

3★ 37345 Roy Acuff
PO' FOLKS (All the Time) (V HB)
THERE'S A BIG ROCK IN THE ROAD (V HB)

Mountain music by a man who knows how to sing it. While these two are limited in their scope of appeal, the folks who live among the tall pines and firs will like 'em a lot.

3★ 37346 Buster Bennett
SIGNIFYING WOMAN (V Blues)
MELLOW POT BLUES (V Blues)

Recommended for race spots. Opener has a virile pugnacious set of lyrics and a strong downbeat to pace it. Second half is a little tamer with the vocals aptly delivered.

4★ 37354 Gene Krupa
DREAMS ARE A DIME A DOZEN (V FT)
YES, YES, HONEY (V FT)

Another can't-miss coupling. Topper will get the lion's share of play because it's got everything any dream-dance department could ask for. Vocal is by Tom Berry, whose tonsils bear striking resemblance to a chap named Andy Russell. Carolyn Grey rides high in the under-side novelty which is catchy and tuney enough to draw a good share of coin.

4★ 37384 The Charioteers
CHI-BABA CHI-BABA (My Bambino Go to Sleep) (V FT)
SAY NO MORE (V FT)

"A" is a chip piler in any man's phono and the tune will soar into the national limelight. While the vocal arrangement in several spots clashes with good earing, the Charioteers, backed by Mitchell Ayres' ace-high orchestration, turn in some neat rhythm flips to put it over. Title of "B" describes it pretty well. Like the steak that was left on the fire too long, it's over-done, too dragged out, and will have to battle the bottom of the stack to get in.

4★ 37355 Woody Herman
CAN YOU LOOK ME IN THE EYES (V FT)
PANCHO MAXIMILIAN HERNANDEEZ (V FT)

Another pair of vocal efforts by ex-maestro Herman. First is a fairly legit rendition of a nostalgic tune in medium tempo with the Four Chips backing up musically. Flipover is a zany novelty about "best president we ever had—until they shot him." Should click nicely on the automatics.

4★ 37356 Ray Noble
YOU'LL KNOW WHEN IT HAPPENS (FT VC)
MY HEART IS A HOBO (FT VC)

A slow ballad with a rich harmonic background on a moderate beat to showcase the vocals of Snooky Lanson who sings straight from the heart. A beautiful number and a truly terrific recording. Second side is a gay novelty. Intro is whistled and ending fades same way. A lighthearted selection which will be a hit with all fans. Get it.

4★ 37392 Buddy Clark
COME TO ME, BEND TO ME (V FT)
PEG O' MY HEART (V FT)

"A" is one of the fetching tunes from "Brigadoon" and you'll be hearing a lot of this one. It has just enough "olde sod" in it to capture immediate interest. Clark, as usual, is superb in his vocal work. Underside is a re-hash of an old favorite and Clark sells it for all it's worth. Tops for automatics.

3★ 37357 Bob Wills
ROSE OF OLD PAWNEE (V HB)
BOB WILLS BOOGIE (HB Inst.)

There's an early harvest of corn on this disc and the small ears popping on the first side are the McKinney Sisters who gum up the works right pert. Second side has the girls out for lunch and results are somewhat better. If grist is short, try this for filler.

MAJESTIC

4★ 12010 Georgia Gibbs
AS LONG AS I'M DREAMING (V FT)
BALLIN' THE JACK (V FT)

A smart pairing of a nostalgic ballad and a snappy old favorite which gives music operators a chance to cash in heavily on both sides. La Gibbs does well on both efforts. Get it.

4★ 1156 Eddy Howard
AN APPLE BLOSSOM WEDDING (FT V)
BLUE TAILED FLY (FT V)

Brother—get it! Here's an operator's disc. First side is a slow, tender ditty with plenty of universal appeal. Vocal work is exceptionally good as on most Eddy Howard recordings. Flipover has the band and vocalists on a special arrangement of an ancient folktune which Burl Ives has been projecting into most of his radio appearances and, consequently, increasing its popularity once more. Boys do a terrific job on it. This disc will make money for you.

4★ 1155 Eddy Howard
ON THE OLD SPANISH TRAIL (FT V)
RAGTIME COWBOY JOE (FT V)

Top tune is a ballad with a heavy coating of sugar on the vocals on which Howard is featured. For automatics the pay dirt is on the "B" side even though the number is a bit old. Howard and Trio do a nifty job on the lyrics and the arrangement is mighty interesting. Very good.

3★ 7247 Ray Dorey
THERE'S A TRAIN OUT FOR DREAMLAND (V FT)
SMOKE GETS IN YOUR EYES (V FT)

Skip the first side on this effort. It's fairly childish and will not get a nod on automatics. Second side should attract some attention although the vocalist is an unknown. Johnnie Guarnieri Trio backs up. Fair.

4★ 7238 Danny O'Neil
PEG O' MY HEART (V FT)
I'LL TAKE YOU HOME AGAIN KATHLEEN (V FT)

Add this one to the good revivals of "Peg." It's not so much Danny's singing but the swellegant instrumental work of Ray Bloch's Orchestra and the vocal assistance of Three Buds and a Rose. Both are old timers and neither has felt the test of time. Give it a whirl.

M-G-M

4★ 10036 Johnnie Johnston
AIN'TCHA EVER COMIN' BACK (V FT)

THEY'RE ECONOMICAL!!
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Write for details and free Shipping Containers
RE-SHARP NEEDLE SERVICE
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FORT DODGE, IOWA

YOU'RE NOT SO EASY TO FORGET (V FT)

It won't be long before the bobby sox brigade will take to the heels of Johnnie Johnston who has a very appealing croon style. The combination of Johnston's throating and Sonny Burke's orking is a combo which makes for plenty of plays. First side is done in moderately fast tempo, with Johnston throwing in some whistling in addition to his singing. Under-one is soft and melodious.

3★ 10037 Art Lund
ON THE OLD SPANISH TRAIL (V FT)
PEG O' MY HEART (V FT)

"A" is a slow jogger whose destination is unknown. Lyrics and tune are both acceptable but it hits no high spots which are memory retentive. "B" is okeh but doesn't hit the top; second vocal chorus bogs.

3★ 10038 Sam Nichols
THAT WILD AND WICKED LOOK IN YOUR EYE (V HB)
YOU'LL LIVE TO REGRET IT (Wait and See) (V HB)

Good western fare. Follows the she-done-me-wrong formula. An earthy cowboy flavor permeates throughout and Sam Nichols' vocal delivery is super-fine.

4★ 10039 The Clark Sisters
TIP TOE THROUGH THE TULIPS (V FT)
I'M JUST WILD ABOUT HARRY (V FT)

A couple of old oldies the disc maker is trying to revive. And if they are revived, the near-perfect artistry of the Clark Sisters will be an important factor. "A" has more phono lure than the bottom-side, and with the gals' distinctive vocal style pacing the way, it should enjoy more than a round of coin.

SUPER DISCS

3★ 1006 Don Byas Quartet
THREE O'CLOCK IN THE MORNING (Inst.)
ONE O'CLOCK JUMP (Inst.)

Despite some terrific soloing by Slam Stewart and his singing bass and very fine pianoing by Erroll Garner, these two suffer from over-arrangement: the boys lose their way and have difficulty getting back into the appeal groove. Honkies, race spots and jazz jumpers will serve to give these average play.

3★ 1007 Don Byas Quartet—Erskine Butterfield Quartet
HARVARD BLUES (Blues Inst.)
ST. LOUIS BLUES BOOGIE (Blues VC)

Only distinguishing feature of top side is Slam Stewart's unique bass but the presentation, objectively eared, lacks body. Under-spin is good boogie with excellent rhythm. Erskine Butterfield at the piano; Harold Baker, trumpet; Al Norris, guitar; and Duke Jones, bass, interweave beautifully. The needle's edge to "B."

4★ 1032 Arthur "Guitar Boogie" Smith
AFTER YOU'VE GONE (Inst.)
NO O'CLOCK JUMP (Inst.)

Titles of jump tunes have gone all around the clock and now we come to "No O'Clock Jump," the play baby of this brace. Jazzsters will go for this one; superb guitaring by Sonny Smith and Roy Lear keep the strings a-hummin' and the swingsters a-humpin'. Topper features some wizard-like string fingering but changes in tempo from the smooth to the sizzling will hurt the coin box. Uniformity would have pulled "A" into the four star bracket.

3★ 1035 Tommy Summers
IT RAINED DOWN SORROW (V HB)
OUT OF SIGHT OUT OF MIND (V HB)

Average cowtown fare. Tommy Summers does well at the vocals and the rich steel guitar adds

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'THE SEWING MACHINE'

Fast moving 6/8 tempo . . . with Betty getting a vocal assist from a group of enthusiastic males.

'I WISH I DIDN'T LOVE YOU SO'

La Belle Betty in a slower, sweeter mood . . . against a gorgeous musical background.

CAP. 409

'POPPA, DON'T PREACH TO ME'

Dished out with spasms of French accent, aided and abetted by The Four Hits.

'RUMBLE, RUMBLE, RUMBLE'

She screams, she yells . . . about that boogie-woogie piano pounder upstairs.

CAP. 380

With Joe Lilley and His Orchestra

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AB KANDER **GEORGE EWARD KANDER**

lustre. The trumpet on Side Two sounds too brassy and strikes discordant overtones in an otherwise good piece.

VICTOR

4★ 20-2272 The Three Suns
PEG O' MY HEART (Inst.)
ACROSS THE ALLEY FROM THE ALAMO (V FT)

The Three Suns get maximum effect from their $4,000 worth of equipment. They turn out a haunting melody on "A," well integrated, which should rate plenty of coin. One of the best renditions of this pre-War I revival on wax. Flip-over is a sprightly arrangement of another hit tune: there are good variations, lots of lilt, and the vocal by Artie Dunn is okeh. Favor the topper on your disc trays.

4★ 20-2273 Tex Beneke
MY YOUNG AND FOOLISH HEART (V FT)
MOONLIGHT SERENADE (Inst.)

A rich mellifluous duo. Topper is tempoed in dreamy, smooth, danceable style with lush strings adding loads of listenability, and a very fine vocal by Gary Stevens. Flip-off is the Miller theme song which is one of Recordville's immortals. Excellent styling, fine fiddling, and the Beneke sax insure play today, tomorrow, and next year.

4★ 20-2275 Vaughn Monroe
SAY NO MORE (V FT)
IVY (V FT)

Love that voice! Any time Vaughn Monroe puts his pipes to wax, the odds are heavy that phonos will eat up the platters. This is a sentimental brace, with no stops pulled. Very fine rhythm and good musicianship throughout. The haunting refrain of "B" will pull stronger than "A."

3★ 20-2276 Sons of the Pioneers
YOU DON'T KNOW WHAT LONESOME IS (V HB)
TEARDROPS IN MY HEART (V HB)

Satisfactory for the folk trade. First spin is a lively ballad relating the loneliness of the cow herder. "B" is a slow tearjerker which has more harmonic appeal.

3★ 20-2278 Memphis Jimmy
WHERE SHALL I GO (V Blues)
JIMMIE'S JUMP (V Blues)

For race spots only. "A" is the usual plaintive blues; guitar strumming in the background adds novelty. "B" is jump blues with bass and drums sparking a heterogeneous mixture of sound.

3★ 20-2235 Bill Johnson
PRETTY-EYED BABY (V N)
YOU DIDN'T HAVE TO SAY I LOVE YOU (V FT)

"A": Despite on-the-beam rhythm and superb voice blending by the quartet, tune itself is nothing to get excited about and is recommended for the stack filler. "B" is slow and poignant and appears to have more play potential than the opener.

3★ 25-0093 Maurice Chevalier
LOUISE (V FT)
JUST A BUM (V FT)

Henri René's Ork does a marvelous backdrop job on this coupling, but phono appeal, except in certain quarters, will be next to nil. Chevalier may be a dashing romancer from Paris but your reviewer does not think many American customers will ply the numbers with coin except out of curiosity.

4★ 20-2287 Charlie Spivak
TOMORROW (FT VC)
THERE'S THAT LONELY FEELING AGAIN (FT VC)

A pair of spirited tunes. First is taken at a lively jump tempo with a rousing blend of brass backing up Spivak's trumpet solo work. Second effort is keyed to a slow and poignant mood. Should please the dance folks and those who just listen.

4★ 20-2288 Freddy Martin
COME TO THE MARDI GRAS (FT V)
LOLITA LOPEZ (FT V)

Snappy numbers with the brilliant artistry of the Martin aggregation well paraded. The Maracas, clavos and bongos are on hand for the recording of the first side which Martin gives an irresistible interpretation with a catchy below-the-border bounce. On the platter-mate a provocative picture of a tropical siren is musically painted. Very clever. Can't help but please.

3★ 20-2289 Wayne King
JE VOUS AIME (FT VC)
THE CHURCH IN THE VALLEY (FT VC)

In most parts of the country the King music is too stereotyped to draw much play on automatics. These recordings are at the usual slow and dreamy tempo and operators would do well to try singles before buying quantities. Excellent for piping into dining spots via wired systems.

4★ 20-2250 Larry Green
THE HEATHER ON THE HILL (FT VC)
ALMOST LIKE BEING IN LOVE (FT VC)

Larry Green's keyboard capers, plus a pair of lovely melodies from New York's top reigning musical, are an unbeatable combination on this platter. The Green piano wizardry and exciting runs will account for a lot of repeat play. Very good for automatic use.

3★ 20-2290 Johnny Tyler
OAKIE BOOGIE (HB V)
TEXAS RED (HB V)

Tyler's rousing hoe-down personality comes over on the wax with exceptional clarity on his version of the new rustic hit recorded on the first side. Strong, pungent country music flavor in earnest style. Underdog is a fast rhythm number with Tyler selling the vocals for all they're worth. Folks in hillbilly spots will like this 'un.

3★ 20-2292 Erskine Hawkins
MY BABY DIDN'T EVEN SAY GOOD-BYE (FT VC)
COAST TO COAST (FT)

Blues highlight the first side with Laura Washington featured and a strong brass section filling in. Torch stuff with the band rounding out melodic lines in full-bodied fashion. Second side is a Hawkins original with a fast-paced driving beat. Lots of hot instrumental solos punctuate this rousing rhythm number. For hot dance spots—yeah!

POPULAR ALBUMS [10"]

Victor P-173
SELECTIONS FROM BLOSSOM TIME with Al Goodman and His Orchestra and featuring Earl Wrightson, Mary Martha Briney, Donald Dame, Blanka Peric, Mullen Sisters and Guild Choristers.

Schubert's immortal melodies will live forever, and in this album Al Goodman and company have recorded the beautiful adaptations of Sigmund Romberg from "Blossom Time." Since the premiere of this operetta two decades ago, its music has never waned in public acceptance. You'll find an exceptional recording of "Serenade" here and a beautiful rendition of the ever-popular "Song of Love." Overture combines portions of Schubert's best works. A good album to have on hand for constant and repeated use.

Victor P-178
BRIGADOON featuring David Brooks, Marion Bell, Pamela Britton, Lee Sullivan and added members of the original New York cast.

Critics proclaim "Brigadoon" the outstanding new musical hit and it is now playing to packed houses at the Ziegfeld Theater in New York. This series of recordings employs the stars and members of the New York production and results in an enthralling musical experience. Enchanting music, this, and it's difficult to pick top tunes for automatics, but it seems certain operators can't miss on "Heather on the Hill," "Almost Like Being in Love," "My Mother's Wedding Day (a comedy song)" and "From This Day On." These tunes will get plenty of radio and record plugs and having the original cast featured can mean extra coin if you merchandise accordingly.

Columbia C-128
BOB WILLS ROUND-UP with Bob Wills and His Texas Playboys.

If you've spots which go for western, hillbilly and folk songs, you've an ace in the hole with this terrific album. Eight of Wills' best recordings are grouped together, including: "New San Antonio Rose," "Trouble in Mind," "Take Me Back to Tulsa," "I Can't Go on This Way," "Big Beaver," "Time Changes Everything," "Roly-Poly," and "Miss Molly." You know the band, you know the style. They're at their best on these sides.

Columbia C-114
EVELYN AND HER MAGIC VIOLIN featuring Oh, Promise Me, I Love You Truly, Ave Maria, Home Sweet Home, Songs My Mother Taught Me, The Last Rose of Summer, Deep River, Just A-Wearyin' for You.

The key soloist of the Phil Spitalny All-Girl Orchestra is showcased on the recordings comprising this album and Spitalny's band backs up. Lots of heavy violin here and as regular automatic phono fare it may fall weak on most spots. Suggested mainly for use in dining locations, piped music spots and wired music setups. A dud for taverns.

Sonora MS-493
MUSICAL TRAVELOGUE featuring H. Leopold Spitalny and His Orchestra.

Musical selections which have captured the feel-

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ing of each country are presented on these discs and during the short trip Spitalny covers Spain, Russia, France, Roumania, England, Norway, Austria and Italy. Selections are all instrumentals, well arranged and recorded. Album provides a good reference for several nationalities. Pick it up. You can't miss.

M-G-M Album No. 2

ROLL JORDAN featuring Allen Roth and His Orchestra and the Carolina Choristers. Swing Low, Sweet Chariot, Lit'le David, Play on Yo' Harp, 'Zekiel Saw de Wheel, Sometimes I Feel Like a Motherless Child, Nobody Knows the Trouble I've Seen, Ev'ry Time I Feel de Spirit, Joshua Fit de Battle ob Jericho, Roll Jordan, Roll.

Good old fashioned rousing spirituals with magnifico musical accompaniment. Vocal choral work is particularly good. These tunes have universal acceptance and will give a good cash-box accounting wherever used. A dandy album to have on hand for repeated use.

Capitol AD-50

MERLE TRAVIS FOLK SONGS OF THE HILLS. John Henry, Nine Pound Hammer, Sixteen Tons, Dark as a Dungeon, Over by Number Nine, That's All Muskrat, I Am a Pilgrim.

Unusual numbers dealing mainly with the Folk Music in the back hills of Kentucky and Tennessee where the activity of coal mining permeates the music. Definitely not western tunes. Travis takes a few seconds on each disc to explain the effort to follow. Travis does the accompaniment on guitar. Although well recorded, the stories related are not too pleasant, but the folks who sing these ditties, or have sprung from such environment, will play these numbers.

Victor P-174

SELECTIONS FROM SWEETHEARTS starring Al Goodman and His Orchestra with Earl Wrightson, Frances Greer, Jimmie Carroll, Christina Lind and the Guild Choristers.

From the Paula Stone and Michael Sloane production of this famous Victor Herbert light opera Al Goodman and leading vocalists in the outstanding musical numbers. Selections are not too well-known for most spots and operators will find only two or three of the lot suitable for automatic use. We particularly recommend sides 1 and 8 as being best for automatic use.

Victor K-2

EILEEN featuring Al Goodman and His Orchestra with Earl Wrightson, Jimmy Carroll, Frances Greer and the Guild Choristers

One of Victor Herbert's most tuneful operettas is given deluxe treatment in this special "Two On the Aisle" album. Superbly recorded in true showmanship style. Especially recommended for automatic use is "Thine Alone" and "The Irish Have a Great Day Tonight."

Victor HJ-10

ESQUIRE'S ALL-AMERICAN HOT JAZZ, Vol. II

Rockabye River, Blow Me Down, Jivin' With Jarvis, Buckin' The Blues, Indian Summer, Sugar, Indiana Winter, I Cried For You

This album features a sensational collection of sides recorded by top instrumentalists in Hot Jazz today. Selections reach an exciting high in musical perfection as this aggregation of great musicians presents a brilliant performance. Such great names as Duke Ellington, Teddy Wilson, Coleman Hawkins, Lionel Hampton, King Cole, Oscar Moore and Wesley Prince pop up, to mention only a few. Each selection spotlights the musicianship of certain artists. Tunes are standard jazz faves. These discs can't fail in dance spots and time won't hurt their use.

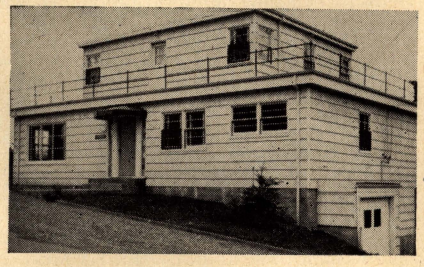
There Ought to be a Law!

Until drop chutes become an integral part of every piece of coin equipment, operators will be faced with a pernicious problem which lowers gross and increases service costs. While the federal government has legislated against slugs, the coin chiseler continues to ply his nefarious trade with only a petty larceny offense hanging over his head.

The chiseler we're referring to is the man or woman who places a piece of scotch tape over his coin and affixes one end to the chute or who uses shellac or chewing gum to make the coin stick in the chute. When the chute is pushed in, the mechanism actuating play goes into action; however, the coin, instead of dropping into the receptacle, adheres to the chute. This enables the customer to enjoy free plays at the expense of the machine. After about a half dozen "rides," the scotch tape or gum rolls into a lumpy ball and jams the slot, necessitating a service call.

Petty larceny is too minor a charge to level at the coin chiseler. What difference does it make if the guilty party uses slugs or other subterfuges? The object is the same: to play the machine free.

It may not be long before all machines will be equipped with drop chutes. Until that day comes, the federal anti-slug law should be amended to include the gypster who cannot appreciate the public service functions of coin machines.



New Push-Button Home—New home of A. M. Moss, manager of M. S. Wolf Distributing Co., Portland, Ore. Thirty operators and their wives attended a recent house warming party in the 14-room home which is ultra modern in every respect.

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COMO LO VEMOS DESDE AQUI

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Condiciones actuales

Una predicción nada alegre es que la escasez del cobre se empeorará durante las semanas venideras. Es probable que la demanda que pasa del record perdure tres años más.

La suspensión del impuesto de importación no ha resultado en un aumento de surtidos, como se esperaba, debido a restricciones en el comercio mundial y al problema de precios. El precio mundial es 24 centavos la libra; el precio doméstico es 21½ centavos.

Durante los diez meses que vienen, se espera recibir 10,000 toneladas de cobre de México y después del primero de octubre llegarán algunos cargamentos del Canadá. Pero la demanda mínima durante el año será a eso de 1,400,000 toneladas.

Fonógrafos automáticos

El fonógrafo nuevo de Mills Industries, Inc., ha evocado gran interés en la Industria. El modelo nuevo se llama *Constellation*, pesa 325 libras, y caben 40 selecciones en el gabinete. Para escuchar los seis discos más populares del día, se puede insertar una moneda de 25 centavos y la máquina funciona sin interrupción hasta que termine el sexto disco. En las pruebas, esta innovación resultó ser muy popular. En un lugar donde el fonógrafo iba ganando $30 la semana, con esta innovación de la máquina nueva subieron los ingresos hasta $50 la semana.

En la sala de exhibición de la United Coin Machine Company, en Milwaukee, Wisconsin, recientemente fue exhibido por primera vez el nuevo fonógrafo automático de la National Filben Corporation. Otros productos de Filben exhibidos al mismo tiempo eran un mecanismo escondido con 30 selecciones y un gabinete con espejos—tipo de instalación que goza de gran popularidad al momento—con tablero escogedor.

En una serie de 44 exhibiciones en los Estados Unidos, el Canadá y México, Aireon Manufacturing Corporation ha presentado su fonógrafo nuevo, *Fiesta*. El gabinete fué diseñado por el señor Raymond Loewy, famoso diseñador industrial. Algunos de los cambios valiosos son: una estructura nueva para audio-reproducción, una patentada estructura acústica que da un tono más melodioso, e iluminación fluorescente.

El señor Greenbaum, vice presidente y gerente de Aireon, dice que la producción del modelo *Fiesta* será limitada a 8,000 máquinas en 1947; la del modelo *Super De Luxe* será 2,000 máquinas. Para dar distribución equitativa la empresa asignará las máquinas de manera que cada distribuidor de los diez distritos del país reciba su porcentaje de los fonógrafos nuevos.

Gabinetes espejados

Una innovación reciente es el gabinete para fonógrafos automáticos hecho con espejos. Desarrollado en la costa occidental del país—especialmente en Los Angeles—el gabinete espejado está siendo instalado extensivamente (Véase THE REVIEW, May 1947, p. 36).

Hay tres tipos de instalación, variando de lo más sencillo hasta lo más lujoso: el gabinete, con nicho para el dispositivo de monedas, que está conectado con una unidad escondida; el gabinete que contiene un fonógrafo automático y altoparlante; el gabinete en que se usa la música que se transmite de un estudio central en hilos metálicos. En el espejo se puede grabar cualquier nombre o diseño que se desee.

En California, Scotto Music Co., Pantages Maestro Co., E. T. Mape Distributing Co., Solotone Corp., Coin Craft, y Bard Music Co., son los fabricantes principales de estos gabinetes.

Máquinas jugadoras

La Williams Manufacturing Company de Chicago acaba de presentar un juego neuvo que se llama *All Stars*. Es una reproducción en miniatura del juego de béisbol. El jugador dirige el tirar y el batear por medio de un botón que mueve el palo de batear. Cuando el jugador pega un sencillo, doble, triple, jonrón o un *sacrifice*, unas figuritas en el tablero trasero lo indican moviendo por el rombal. Las carreras y los *outs* también están señaladas en el tablero trasero.

El señor Harry Williams, presidente de la compañía, dice que esta combinación da al jugador la sensación de participación en un verdadero partido de béisbol.

Otro juego automático de semejante tipo es *Heavy Hitter*, de la Bally Manufacturing Company. Se lanza la pelota y el jugador la batea manejando la palanca en la parte delantera de la máquina. Anota según el lugar en donde se cae la bola y unas lucecitas en la parte trasera indican la anotación.

Se ha formado una empresa nueva para la manufactura de máquinas jugadoras. Es la Speedway Amusement Company de Chicago, Illinois. Dicha compañía ya está en producción con su primera máquina, *Speedway Bombsight*, que ha salido con éxito de las pruebas ya hechas.

Máquina de escribir

Pacific Electron Products Corporation, Long Beach, California, está fabricando una máquina de escribir accionada por monedas, *Dime-N-Type*. Diseñada para instalación en hotels, moteles, clubes, universidades, la máquina emplea un modelo portatil de marca conocida.

Máquina para medir

Mercury Steel Corporation, Detroit, Michigan, está fabricando una máquina automática que da una serie de pruebas para averiguar pujanza atlética. Llamada *Athletic Scale*, la máquina ofrece tres jugadas para prueba de fuerza para levantar algo, seis jugadas para prueba de fuerza de las muñecas, cuatro jugadas para prueba de fuerza de agarro, dos para prueba de fuerza muscular. Para hacer cada prueba es necesario insertar un centavo. El señor Edward A. Gorney, de Mercury Steel Corporation, es inventor de la máquina.

Máquina vendedora

Ha sido puesto a prueba un nuevo vendedor automático de vitaminas. En cuatro ciudades del país, Ven-Dures, Inc., Seattle, Washington, está instalando 2,000 máquinas para las pruebas que durarán seis meses. En la máquina se emplearán las vitaminas *One-A-Day* de Miles Laboratories.

La máquina es chica y facilmente se puede colocarla en hoteles, oficinas, plantas industriales, o en las mesas de los restaurantes. Las pastillas vienen empaquetadas en cápsulas y se vende una cápsula por cinco centavos.

Aireon's New Low-Price Program Cheered in West

PORTLAND, Ore.—In a far-flung move to reduce prices of all types of music equipment and thus allow the operator to realize a greater profit, Aireon Mfg. Corp. has introduced its new *Fiesta* model, which is the lowest priced phonograph on the market. During July the company will display a 5, 10, and 25-cent wall box—the smallest ever made—in addition to a low-priced hideaway unit.

That this timely move by Aireon will pay rich dividends was evidenced during the whirlwind Coast showing of the *Fiesta* which was received with wholehearted enthusiasm. Rudy Greenbaum, Aireon's vice-president and manager, was accompanied by Clayton Ballard, regional sales manager for the territory stretching from San Francisco to Alaska, during the tour.

There were one-day showings in Oakland and San Francisco, two-day showings in Portland, Seattle and Spokane, and a three-day open house in Great Falls, Mont. After the Great Falls event, Greenbaum returned to Kansas City and Ballard held a second Oakland unveiling at the request of the California Music Operators Assn.

Leo Knebel Active V. P. For "Musical Minutes"

NEW YORK—Leo Knebel, outstanding musical engineer and creator of the *Musical Minutes* system, is now vice-president of Musical Minutes Inc.

Knebel will set up and supervise a separate department for the purchase and sale of used phonographs; in conjunction therewith, a complete repair shop has been installed.

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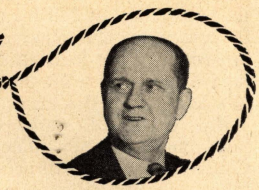

COMMENTS ON MACHINES—THE FOLKS WHO MAKE, SELL AND OPERATE THEM

Most common expression heard in coin machine circles is, "The honeymoon is over." The same expression is heard in most other lines of business and is likely to be a common saying through the summer. Actually, it expresses the trade's readiness to get down to more normal business, and a shifting of emphasis to the selling end. Sales staffs in manufacturing and distributing firms seem ready to take on.

Optimism among manufacturers and distributors about the increasing demand for amusement games is very evident. It means that operators in various parts of the country find the games business good; some say the buying is to take advantage of resort areas; and others say music operators are buying more games.

E. C. (Gene) Steffens, who rarely misses a meeting where music men gather, recovered from an illness in time to be at the National Assn. of Music Merchants, Chicago, June 2 to 5. Permo, Inc., had a large booth, large enough to show the excellent movie film which the firm has shown to phono operators in many parts of the country. Steffens had some of his staff members along to help greet visitors. Steffens says the sale of phono needles gives an index to the business level of phonograph routes. The quality of records also bears on the demand for needles.

Among the coin machine visitors to the music convention were the Hurvich brothers, Birmingham Vending Co., nationally known distributors. In recent years a number of coin machine firms have entered the retail music store field and for many years some good recruits for the automatic music field have come from the retail store field.

May and June brought a number of conventions to Chicago that interest one or more branches of the coin machine trade. In addition to the NAMM, there was the National Plastics Exposition, Radio Parts and Electronic Equipment Show, Retail Tobacco Dealers of America, National Confectioners Assn., Radio Manufacturers Assn., National Candy Wholesalers Assn., and so on.

It is the large number of trade conventions which come to Chicago that make it difficult for Coin Machine Industries, Inc., and National Automatic Merchandising Assn. to get convention accommodations at any desired time. It is noticeable that an increasing number of coinmen attend the conventions of allied trades.

John Chrest delights in nothing better than selling games. He says to make a run of 2,500 games requires more time for manufacturing now than to run 5,000 games in former years. When not talking to an operator, Chrest enjoys playing Exhibit's *Cross Fire* game himself.

States most frequently mentioned in coin machine circles seem to be Florida, Idaho, Minnesota and Wisconsin. At this writing, manufacturers and distributors were hoping that the Florida legislature would add a new favorable license law. During the tourist season attention naturally turns to Wisconsin and Minnesota but this year legal matters had taken a conservative turn. A new gaming device license law in Idaho has lots of people watching the results.

That small game, *Heavy Hitter*, the counter machine offered by Bally, recalls the early history of pin ball. Those were the days when one heard of production runs of 25,000. There are so many improvements that can be built into a small game now, ideas hardly dreamed of back in 1932. *Heavy Hitter* is one of a lineup of six amusement games now offered by Bally and they all look impressive.

Widespread interest is being shown in the making of a code of ethics for the National Assn. of Amusement Machine Owners. This must be considered as a new national organization of amusement operators that is winning its members on the basis of service. F. McKim Smith, the president, is putting his heart into the work and the association has a good booster in Ted Kruse, the regional director for Illinois. I wrote an editorial suggesting that the Industry should "adopt" a national charity, and then two weeks later learned from the NAAMO bulletin, spring issue, that point six in the organization's list of objectives has the very same idea.

A committee report took an unfavorable stand on coin-operated gasoline pumps, during the convention of the National Fire Protection Assn. The committee recommended to the board of directors that a paragraph on the subject be added to the code of standards which would require that gasoline be delivered only by station operators. This action would suggest that news of coin-operated gasoline pumps has been spreading somewhat.

Music operators here hold a fear that Congress may be pressured into amending the federal copyright law this year or maybe next. Ray Cunliffe, president of the Illinois Phonograph Owners, attended one hearing on the subject in Washington and said the pressure to open up commercial phonos to assessments seemed almost terrifying. Operators were not able to present too good a case in their behalf, he said.

What will happen to the famous Boyer collection of early types of coin-operated machines? The entire collection of more than 200 pieces was offered for sale to the public June 17 and 18, at the Boyer Museum here in Chicago, and that was just a little too late to get the story for this issue. This collection has been widely publicized for many years as the "world's largest collection of coin-operated machines." What if it could be held by one of the national organizations in trust for the Industry! Both Walter Tratsch (A.B.T. Mfg.) and Harry Williams (Williams Mfg.) have long advocated the idea of a Coinmen's Club for Chicago. They have suggested that the Industry buy a suitable building in or near the Loop and convert it to club use for entertaining visiting coinmen who come to the "coin machine capital of the world." If such a club existed now, it would be an ideal place for taking in the Boyer Museum.

Ken Wilson, Amalgamated Distributors, says a lot of inquiries about high grade machines come from Central America; the firms are notified that the machines can be shipped when requirements are met. But two or three months pass and then the firms write that it has been impossible to get permits for import. A tightening up on imports is happening in a number of countries, due to the dollar shortage situation. Sweden, a good customer for U. S. machines, has been one of the most conspicuous for tightening up on imports.

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FRANTZ ARIST-O-SCALE	115.00
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BALLY ENTRY, PO	$595.00
SPECIAL ENTRY, FP	595.00
GOTT. DAILY RACES	650.00

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BALLY TRIPLE BELL	$895.00
DE L. DRAW BELL	512.50
MILLS 3 BELLS	645.00
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EVANS WINTERBOOK	826.00
EVANS RACES	931.00
BAKERS PACERS, 5c, DD	668.50
BAKERS PACERS, 25c, DD	747.50
GROETCHEN TWIN FALLS	485.00

NEW SLOTS

	5c	10c	25c	50c
JENNINGS LITE-UP CHIEF	$324	$334	$344	$454
JENNINGS STANDARD CHIEF	269	279	289	399
MILLS BLACK CHERRY	248	253	258	338
MILLS GOLDEN FALLS H. L. 2-5	258	263	268	348
WATLING ROLATOP	175	200	225	300

GROETCHEN DE LUXE CLUB COLUMBIA $209.50
GROETCHEN COLUMBIA, JP 145.00

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SILVER KING, 1c or 5c	
NUT OR BALL GUM	$ 13.95
VICTOR MODEL V, 1c	
GLOBE TYPE	11.75
CABINET TYPE	13.75
FOR ALL SPECIAL USES	WRITE

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licenses games at $30 for the standard type. In past years a number of bills have been presented to the legislature for state licensing; a city license in the state capital may now encourage the idea.

Bip Glassgold starts on his work as sales manager of Stoner Manufacturing Corp. in July and will be welcomed into the fellowship of coin machine circles in the Chicago area. Clarence Adelberg, vice-president of the Stoner firm, was smiling broadly at a meeting in Chicago recently and this may have been the big reason. The new *Univendors* by Stoner have certainly glorified the candy bar vending field and Glassgold can be happy in the fact that he has a machine with a lot of prestige to sell.

Automatic Phonograph Manufacturers Assn. was deeply interested in copyright hearings in Washington and had two representatives there. C. T. McKelvy (J. P. Seeburg Corp.) said music operators could be assured that phono manufacturers are on the job and will stay on it until the copyright threat is over for this session.

Morrie and Eddie Ginsburg (Atlas Novelty Co.) had hospital stays in recent weeks. Morrie came out in fine shape after a gall bladder operation, and Eddie went in for observation almost before his brother was home. At this writing, Eddie was still awaiting the final word of doctors. Feinstein and Schwartz carried on at Atlas and were very happy about the sales of Seeburg music equipment.

The big expansion in coin-operated radio is one of the most interesting developments since the end of the war and it recalls a lot of history. Some of the phono manufacturers will remember 1928 and 1929, when coin radio took the music stage for a time and led some to say "phonos are through." The number of firms making coin radios has increased in two years now more than manufacturers of any other type of machine. Coin radios have found a real place of service and operators who enter the business have a full conception of the service which must be given. Chicago is said to already have more than 5,000 coin radios and a local distributor is leading in the formation of an operator's organization.

Radio Manufacturers Assn., in convention in Chicago, June 10-12, gave some details on a strong plea made to House Ways and Means committee to end excise tax on phonographs and radio sets. Automatic phonograph manufacturers have kept up their plea for some time. The House committee held hearings on excise taxes during early part of June. Many trades were heard, so many that all excise taxes may stand or fall together.

When hot sultry days come to Chicago, Herb Jones (Bally Mfg. Co.) thinks more and more of a 100-acre spot in Maine. As a new member of the board of directors of CMI, Herb is in a place where his ability and love for the Industry will show up in many ways as the months go by.

Unless I miss my guess, Jim Mangan's article, "Pin Ball—A Major Sport," will become one of the classics of the Industry. Every distributor and operator of amusement machines should seize on the chance to distribute the article far and wide.

Chicago Hotel Assn. reported June 15 that early summer travel prospects were equal to 1940, considered a top year. Among recent travelers was a group of 20 Swedish business men. In May a prominent Swedish business man was in Chicago with a view to buying vending machines for shipment—maybe two years from now.

Showings of the new phono, *Constellation*, kept Charlie Schlicht and other Mills Industries staff members traveling a lot during May and June. Schlicht spent a lot of time on the West Coast but did get back to home base early in June.

C. S. Darling was away from the National Automatic Merchandising Assn. home office to attend the three regional meetings in Seattle, San Francisco and Los Angeles. The regional meet in L. A., June 23, closed the series for the season. Now, the NAMA staff will concentrate on making its first annual exhibit a big success. At the home office, Tom Hungerford, public relations director, said convention plans passed "over the hump" by June 1, with signed contracts for more than 50 of the 88 booths on the main exhibit floor. George Seedman (Rowe Mfg. Co.), manager of the exhibit plans, is given credit for being the tireless salesman and booster that is getting so many exhibitors on the dotted line.

Sam Abrams (Cleveland Phonograph Merchants) was in Chicago to attend the Retail Tobacco Dealers of America convention. Sam developed his first real interest in coin machines through cigarette vendors. Then music operators in Cleveland took him over and he has performed one of the greatest publicity jobs for that group that is on record. He can do the same thing on a national scale for music operators, when they get organized. Sam thinks music operators should set up a simple but sturdy national organization, something like the retail tobacco dealers.

Jim Gilmore, secretary-manager of CMI, was off to St. Louis June 18 to talk to operators at a gathering there, and also to show the CMI film. Jim has become the trade's most popular speaker for operator's meetings and he also has a strong message on the CMI public relations program. He is happy about the memberships in this program and especially about the renewal memberships.

Robert Dunlap, sales promotion manager, and Clyde Port, director of service for J. P. Seeburg Corp., are traveling a lot. One report had them in Boston. The Seeburg plan of service schools keeps them moving about.

Capitol records have been well-known to music operators for some time, and Glenn Wallachs said the new needle for commercial phonos attracted a lot of attention as soon as announced to the trade. It was on display at the music merchants show in Chicago. Wallachs said sales were being limited to one package per operator as much as possible now so the supply would go around as far as possible.

While the big sign, World-Wide Distributors, was being put up at the firm's new location, Al Stern was at the Kansas City office of the firm. He came back to Chicago for a few days and then was away again. Some coinmen have suggested that a "Coin Machine Row" may eventually develop on Western Ave.

Chicago newspapers say baby production is increasing and some local coinmen are reportedly doing their bit to keep up the record. At this writing, Nate Gottlieb (D. Gottlieb & Co.) was an expectant father. Dave Lovitz, advertising man at O. D. Jennings, now walks at night with Adrian Merle, born June 8.

The expressions of interest in the 1947 SOURCE BOOK are greatly appreciated. Everybody compliments the first issue and the trade can be assured the 1948 edition will be much better.

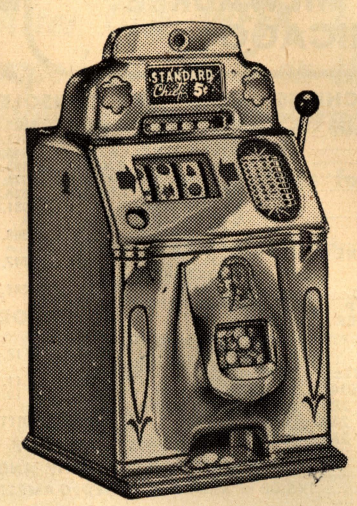
One of the first bits of news I heard when back in Chicago came over the Bob Elson, "On the Century" radio program: Dave Gottlieb, president of CMI was on the New York Central train for New York and was being interviewed. As would be expected, he performed admirably in plugging the Industry.

O. D. Jennings, head of the firm which bears his name, came to Chicago for a few days and then was back to Mississippi again. He looks well.

Vince and Grant Shay (Bell-O-Matic) have been greeting a lot of distributors in recent weeks. With a line-up of three attractive bells, there is something for the trade to be interested in for the resort season.

The sales staff of Rock-Ola Manufacturing Corp. are doing a lot of traveling and report happy results in selling music equipment. Dave Rockola, head of the firm, has been vitally interested in copyright hearings that went on in Washington.

Florida is an important coin machine state. Sam Taran was among the distributors who came to Chicago on business



JENNINGS
STANDARD
SUPER DELUXE
(LITE UP)

CLUB CHIEF'S
5c, 10c, 25c, 50c, $1.00

The Only New Chrome Front Machine Made

SEE IT TODAY

IMMEDIATE DELIVERY

C. A. ROBINSON & COMPANY
2303 West Pico Boulevard
Los Angeles 6, California
FEderal 1810

recently. R. W. (Dick) Hood, head of H. C. Evans & Co., made one trip to Florida earlier in the year and then planned another trip. Sam Ginsburg (Chicago Coin) also slipped away for a two week's rest in Florida.

First two coinmen I saw on returning to Chicago were Joe Weinberger (Cincinnati) and brother Leo (Louisville) of the well-known Southern Automatic distributing firm. Eight offices of the Southern Automatic empire are located in four different states and give it wide coverage of important coin machine territory. The firm has not lost its love for music machines, but now is boosting Keeney amusement machines.

Advertisements all over Chicago of the Theatre Guild play, "Carousel," certainly remind a coinman of the 5-ball game, made by Keeney and having the name *Carousel.*

Tide magazine, June 6, gave a good publicity break to A.B.T. Mfg. Co. Said the report: " . . . long-time manufacturer of coin machines and coin changers, has developed, with American Time Corp. (Springfield, Mass.), an interesting new coin timer, adjustable to any make of radio set installed in hotel rooms, depots, etc. It will be advertised and marketed as a 'complete package' and later will be adapted to television receivers."

Many taverns over Chicago have a sign in windows saying, TELEVISION. One Chicago newspaper played up the idea in a story and said the use of television for sports events was cutting in on phonograph play some. There is only one tele station operating in Chicago now but others are coming.

Roy Milton's "True Blues" Taking Music Boxes by Storm

LOS ANGELES—One week after Roy Milton's first recording for Specialty Records—*True Blues* backed by *Camille's Boogie*—was released, orders exceeding 50,000 poured in.

"It's easy to see why this number is shooting toward the top of the sepia hit parade," Art Rupe, Specialty's president, stated. "I recorded Milton's first big hit, *R-M Blues*, and his second best-seller, *Milton's Boogie*. On *True Blues* I strove to combine the best features of both hits—and judging by the phenomenal sales, it looks like that is exactly what has been achieved."

Upon returning from the recent NAMM Convention, Rupe said: "We played *True Blues* at the Palmer House and it met with universal enthusiasm. In fact, every distributor to whom I talked asked me to start shipping and keep shipping."

Flexible Mirrors In Demand

LOS ANGELES — Jesse Wasserman, bustling manufacturer of flexible mirrors and glass, states that the big swing to mirrored music cabinets has kept his plant busy turning out those sparkling little rectangles of mirror which enliven many a music location. The Flexible Mirror Co., located at 5000 W. Jefferson Blvd., Los Angeles, is said to be the only firm on the West Coast producing this particular type of mirror. Most of the mirrored cabinets offered to the Coin Machine trade use the product.

The product is one of the newest in the Industry, and Wasserman says that distributors who wish to acquaint themselves with the possibilities of flexible mirrors throughout the Industry will get prompt attention by writing to him at the Los Angeles plant. Visiting operators and distributors are invited to come in and see how the sheets of flexible mirror are made.

Your Box Score of Hits

Automatic Music:

1. Linda (Paul Weston) Capitol
2. Peg O' My Heart (Harmonicats) Vitacoustic
3. My Adobe Hacienda (Eddy Howard) Majestic
4. Mam'selle (Eddy Howard) Majestic
5. I Wonder, I Wonder, I Wonder (Tony Pastor) Columbia
6. Heartaches (Ted Weems) Decca
7. Midnight Masquerade (No record preference)
8. Chi-Baba, Chi-Baba (Perry Como) Victor
9. That's My Desire (Ella Fitzgerald) Decca
10. Across the Alley From the Alamo (Woody Herman) Columbia

The Dark Horse Derby

1. You'll Know When It Happens (Ray Noble) Victor
2. An Apple Blossom Wedding (Eddy Howard) Majestic
3. Peg O' My Heart (Three Suns) Victor

Sepia Hit Parade

1. I Want to be Loved (Savannah Churchill) Manor
2. I Want to be Loved (Lionel Hampton) Decca
3. New Orleans Blues (Three Blazers) Exclusive
4. Blow Mr. Jackson (Joe Liggins) Exclusive
5. True Blues (Roy Milton) Specialty
6. Do As I Say (Jimmy Grissom) Miltone
7. Meet Me At No Special Place (King Cole Trio) Capitol
8. It Shouldn't Happen to a Dream (Duke Ellington) Musicraft
9. Romance in the Dark (Hadda Brooks) Modern
10. Mean Woman Blues (Ivory Joe Hunter) Pacific

The Dark Horse Derby

1. Lazy Woman Blues (Eddie Vincent) Mercury
2. Answer to R-M Blues (Effie Smith) Miltone
3. When I Write My Song (Herb Jeffries) Exclusive

Folk Tunes:

1. So Round, So Firm, So Fully Packed (Merle Travis) Capitol
2. New Jolie Blonde (Red Foley) Decca
3. Steel Guitar Rag (Merle Travis) Capitol
4. What Is Life Without Love? (Eddy Arnold) Victor
5. Sugar Moon (Bob Wills) Columbia
6. New Pretty Blonde (Moon Mullican) King
7. It's A Sin (Eddy Arnold) Victor
8. Three Times Seven (Merle Travis) Capitol
9. Don't Look Now (Ernest Tubb) Decca
10. Ages and Ages Ago (Gene Autry) Columbia

The Dark Horse Derby

1. Smoke, Smoke, Smoke That Cigarette (Tex Williams) Capitol
2. I'm Sick and Tired of You, Little Darlin' (Merle Travis) Capitol
3. Love Ain't Worrying Me (Wylie Walker and Gene Sullivan) Columbia

Magic Selector Plays Records, Radio Programs

LOS ANGELES—Four different kinds of entertainment from one music system are now possible through the revolutionary new Solotone *Magic Selector.* By turning the "magic" dial on the front of the box while the box is playing, the customer can select either popular recordings or radio station programs.

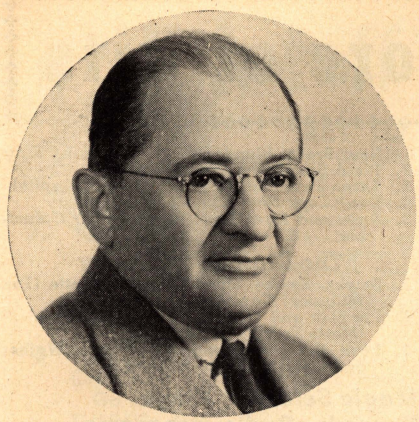
In announcing this new development, officials of the Solotone Corp. stated that the *Magic Selector* represents months of extensive engineering and actual testing on locations such as restaurants, taverns, motels and hotels. Among the hotels tested was one of 350 rooms, and results are reported to have been excellent.

Before putting the new equipment on the market, a study was made of the earning power of numerous installations at various types of locations. Results show, according to reports, that the new development can double the earning power of individual music systems which play only recordings.

Greatest advantage of the *Magic Selector* is that it can cater to the musical tastes of customers at any type of location and is readily acceptable to locations which up to the present have not been interested in music merchandising.

The Mills Sales junior baseball team battled its way to the semi-finals in the Eastern Division of the Police League before they were defeated by Hall Furniture who went on to capture the city championship. Pictured with the team is Captain Barbeau of the Oakland Police Department, who manages the aggregation.

Sponsorship of the ball club is part of the Mills program to combat juvenile delinquency. In addition, the firm co-sponsors the West Oakland Boys' Club, which provides entertainment, maintains a gymnasium and hobby shop, and puts on theatricals.



Wolf Reiwitz Donates Phonos to Many Organizations

DENVER—"This is a beautiful expression of doing nice things for others. The music from these phonographs will always sing of Wolf Reiwitz's good deeds."

Milton L. Anfenger, president of the National Jewish Hospital, expressed the sentiment echoed by countless charitable, fraternal, and teen-age groups who are grateful for the phonographs he has furnished.

Reiwitz, head of Wolf Sales Co., regional Wurlitzer distributors, has given boxes to the Beth Israel Home for the Aged, Ex-Patients Home, National Home for Jewish Children, Hebrew Educational Alliance, and Fraternal Order of Eagles, in addition to recreational centers for young folks.

Every phonograph is carefully checked before it leaves Reiwitz's establishment to make sure it is in top working condition.

New Device Boosts Phono Receipts

LOS ANGELES—A revolutionary new device to increase phonograph receipts has been perfected by Glo-Dial Clock Co. Exhaustive tests conducted for several months showed that after this device was installed, gross jumped three to four hundred per cent.

Known as the *Take Booster*, it consists of a timer unit with switch which can be installed in a matter of seconds. Automatically, at regular intervals, which can be set from five minutes to two hours, a certain designated record in the machine plays free. Not only does this free-play feature remind customers in locations of the presence of music and stimulate their desire to hear more, but it can also be used to plug certain tunes.

Large scale production of the *Take Booster* is now under way and the product will soon be available in quantity.

Packard Sales Booming at Gutshall Distributing

LOS ANGELES—"Deliveries are good—sales are even better."

Those were Jack Gutshall's last words just prior to departing for Indianapolis on June 20 for Packard's semi-annual convention.

"The Model 7 is really taking hold in this territory," Jack said. "This phonograph is so drastically different than any on the market that it took some time before the boys caught on. Not only is Packard one of the few really new machines, but it has less working parts than any phonograph on the market and its service problems are practically nil.

Gutshall, whose firm distributes leading independent records, reports that the *Rainbow* album, *A Tribute to Glenn Miller*, which is proving a sensational best seller, is available to phono operators in single copies.

Kato Develops New Light Plant

MANKATO, Minn.—Kato Engineering Co., manufacturers of generators, motors, frequency changers and converters, has developed a new light plant. It is self-excited, cranks from 24 volts of battery, and has a capacity of 2500 watts.

The new model is a combination A.C. and D.C. plant. Complete with battery charging relays, the new *Katolight* automatically adjusts its charging rate.

It may be furnished with full automatic control or remote control and is available with gravity feed gasoline tank or fuel pump to permit drawing fuel from a large underground supply tank.

IBEW Grants Charter to S. C. Music Operators

LOS ANGELES—The dove of peace is flying high over Southern California music circles after months of bitter warfare. When the smoke of the protracted battle had cleared, Local B-11 of the IBEW had been removed from the music picture and the old MOASC group, headed by Dick Gallagher, had closed their offices.

As a result of a thorough investigation by Lester Morrell, international representative of IBEW, a separate charter was granted to Local 1052 by the International's president. The new local has set up headquarters at 1705 W. Pico Blvd., and will handle complaints pertaining only to wages, hours, and working conditions.

Southern California Music Operators Assn. holds a closed shop contract with the union and is the exclusive bargaining agent for SCAMOA members.

At the association's most recent meeting, some members wanted to raise the initiation fee to $250 as a penalty to those who deserted the group when the dawn appeared darkest. However, Managing Director E. Jay Bullock asked that personal animosities and petty grievances be forgotten in the interests of harmonious and profitable operations. "Our foremost desire," he said, "is to see the operators make more money."

In order to give the small operator a break, initiation fees for new members were set at one dollar per machine—with a minimum of $25—until June 2. At that time the fee was raised to $150. Members who are more than 30 days in arrears on payment of dues and want reinstatement have two alternatives: Bring dues payments up to date and add 10 per cent, or be reinstated for $150, whichever is less.

Bullock declared that his group does not wish to fight the distributors. "All we ask is that they do not sell to locations and do not operate on an unethical basis," he said.

H. G. Sherry, financial and business secretary of the new local, stated that 1052 is leaning over backwards to give operators and servicemen assistance and help them make more money. "Personal grievances must be forgotten," Sherry said. "All the beefs that occurred during the transition period will be ironed out."

Besides Sherry, other officers of Local 1052 are: Ernie Bryant, president; Ken Spaulding, vice-president; Johnny Huntsman, recording secretary; and Bill Leuenhagen, treasurer.

When Is A Record Up Or Down?

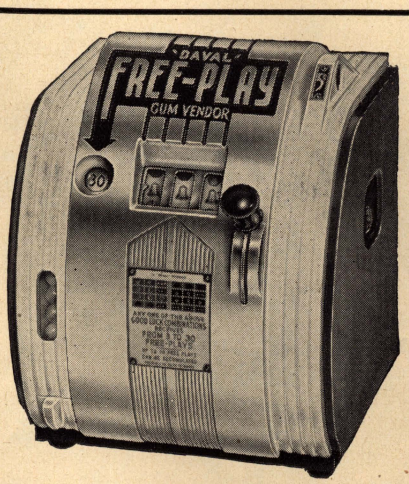
SALT LAKE CITY—Two song writers met here in the office of the Wolf Sales Co. and learned the fortunes of top side and down side of records from W. L. Jennings, manager of the Wolf office.

The composers are Hayden Simpson and Police Lt. Fred Lee whose songs are on opposite sides of the same record.

"That's the fate of having your songs on the same record," Jennings explained, "for while it is in a phonograph one side is up and gets the play while the other side is down."

Jennings took the Coast Record Co., disc from a phonograph to illustrate his point and showed how one song *Colorado*, the currently popular western tune written by Simpson, was on one side, while *Union Pacific* by Lt. Lee is on the other.

Most of the operators in the Intermountain territory are keeping the *Colorado* side of the record up and Lee's *Union Pacific* down, but the latter is gaining in popularity and will soon be drawing along with the other tune, Jennings predicted.



BEST HAND—OOMPH—MEXICAN BASEBALL

Penny play counter games. Competitive. One or two persons play. Sparkling, fast and furious games of skill.

DAVAL COUNTER GAMES

AMERICAN EAGLE $54.00
Slot Symbols — Token Payout — Non-coin Operated. Tax Free.

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BUDDY $33.00
1c Cigarette Reels—Coin Divider. 2 Separately Locked Cash Boxes. Gum Vender.

SKILL THRILL
Compact, fast action. Jam-proof pistol shoots actual penny. Legal anywhere. $57.50.

Immediate Delivery
Order Trial Machine Today

C. A. ROBINSON & COMPANY
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CLOSE-OUT SALE— AT GIVE-AWAY PRICES
EVERY MACHINE A BARGAIN

Reconditioned Equipment—Good as New

ARCADE EQUIPMENT

KEENEY ANTI-AIRCRAFT GUNS	$ 24.50
RAPID-FIRE RAY GUNS	42.50
RAY-O-LITE GUNS	44.50
CHICKEN SAM	44.50
EVANS TEN STRIKE	54.50
PREMIER BARREL ROLLS (all sizes)	245.00
ROLL-A-BALL	69.50
BOWLING LEAGUE	49.50
KONTEST BOMBER	125.00

COUNTER

CHAMPION BASKETBALL (With Stand)	37.50
A. B. T. CHALLENGERS (1946 Model)	39.50
GRIP VUE (a new type grip scale)	35.00

TERMS: ONE-HALF CASH WITH ORDER, BALANCE C. O. D.

BRAND NEW:

Hurry, Hurry, Hurry!

STAR BULK VENDORS **$2.95 ea.**

REGAL BULK VENDORS **$8.45 ea.**
(With Heavy Plastic Globes)

ALSO A FEW USED BARGAINS, SUCH AS

U-Chu Chrome Base Ball Gum Vendors **$2.95 ea.**

Hershey 1c Candy Bar Vendors—Long Column **$1.95 ea.**

Please state first and second choice if stock is depleted. Orders filled in rotation.

STANDARD SPECIALTY CO.

3021 38th Ave.
Oakland 2, Calif.

Pollard Now Delivering Evans' New Models

SAN FRANCISCO—"You have to see them to appreciate their scintillating beauty and money-making possibilities. And once you've seen them, the machines sell themselves."

M. A. Pollard, who heads M. A. Pollard Co., adds: "The new Evans *Races* is not only the greatest racing machine ever produced, as far as the profit factor is concerned, but for sheer eye-appeal and mechanical perfection, it cannot be equalled. The new Evans *Casino Bell*, with its 5-coin gyp-proof head, 5 individual payout cups and 5 jackpots, has reserve jackpots which enable the operator to make the profit of five machines at the cost of one."

The firm, which distributes the products of H. C. Evans & Co. exclusively in Northern California, reports brisk demand for both models in the short time they have been in stock.

"There is no make-believe about the new *Races*," Pollard said. "There are seven horses actually racing, with speed, color, and excitement, on a straight-away track in full view of all players. No other console or coin-operated machine offers the players such thrills."

The *Casino Bell*, with its machine gun action payout and trouble-free mechanism, is encased in a beautiful cabinet of hand rubbed walnut and maple.

M. A. Pollard Co. also offers immediate delivery of Evans' *Bang Tails* and *Galloping Dominoes*.

Exclusive distributors of *Compas* parts in Northern California and Northern Nevada, the firm also carries a complete line of reconditioned consoles and bells, new and used pin games, phonograph equipment, and parts and supplies for all types of coin-operated machines. All sales —of both new and used equipment—are covered by a money-back guarantee.

New Bally Games Shown at Laymon's

LOS ANGELES—Bally's *Heavy Hitter*, the new counter game which packs all the thrills and skills of a real baseball game, is attracting a great deal of attention at the offices of Paul A. Laymon, Inc. Player deposits a nickel, automatic "pitcher" hurls ball from mound in realistic baseball diamond, player flips finger-level to swing bat and hits singles, doubles, triples, homeruns or outs. Scoreball "runs bases" on back-glass, and runs and outs are registered on score-board.

"This is a fast, fascinating action game which will earn top profits month after month," says Paul Laymon. "There are literally hundreds of locations waiting and ready for *Heavy Hitter*."

Still another sensational Bally game is expected to be received shortly at the Laymon showrooms. This is *Bally-Hoo*, a brand new 1947 version of the 1932 model which made coin history. Reports from the factory are that this is a "wild action" game which will earn operators extraordinary profits. Local operators are anticipating the game with great interest.

The large, comfortable new Laymon quarters at 1429-31 W. Pico Blvd. are proving a boon to numerous visiting operators, who drop in daily for a friendly visit and have ample opportunity to play the many outstanding games displayed on the floor. Attractively decorated, and combined with the well-known hospitality of Paul and Lucille Laymon. the showrooms are a popular meeting place for practically every operator in the business.

"Spin-It" Spinning Web of Profit

LOS ANGELES—For months now Automatic Enterprises, national distributor for Shipman Mfg. Co.'s *Spin-It*, have been fighting hard to catch up on their huge back-order list. Now that full-scale production is in effect, the supply crisis is over and the firm is gradually catching up on their order file.

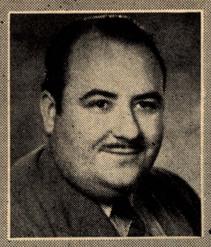
"The reaction of operators, distributors and salesmen throughout the country is little short of phenomenal," says R. E. Smith, partner of Automatic Enterprises. "The profit to be made from this five-cent almond vendor with the horse race feature is incredible to the man who is not operating them."

Says R. W. Bell, Smith's partner: "It's the spinning reel with the 6-horse race track which boosts play and lines up the customers at locations. The player deposits five cents, presses down the plunger; the horses spin by and the winner stops at the machine's small window. In addition to horse racing thrills, the customer receives five cents worth of almonds on every spin."

Offer Immediate Delivery Of *Strikes 'N' Spares*

SAN FRANCISCO—*Strikes 'N' Spares*, the sensational bowling game which lined 'em up at the last Coin Machine Show in Chicago, is now being delivered by Advance Automatic Sales Co. of San Francisco and Western Distributors of Seattle and Portland.

Strikes 'N' Spares incorporates all the features of actual bowling and is scaled down to an exact replica of a regulation alley. There are two ten-cent coin chutes, one for each five frames, thereby making it possible to garner twenty cents per game.



Trade Talk

by

PAUL W. BLACKFORD

From the time the first vending machine was introduced, the use of mechanical devices as a means of selling goods has grown steadily. But operators, jobbers, manufacturers are not the only ones interested in or concerned with automatic merchandising. Advertising men, too, in growing numbers are keenly aware of what's going on, taking note so as to be able to counsel their clients on methods of distributing and selling products.

Wartime emphasis on the difficulties of getting and keeping good sales personnel highlighted the human frailties of those behind counters. Growing unionization of salespeople, which means higher wages, has added to the desire growing out of the war experience for maximum mechanization of sales. Still further impetus lies in the normal advance of self-service principles in grocery and variety stores.

Since war-scarce materials have been released to make possible the renewed manufacture of vending devices the trend has heightened. And the return to competitive selling has made it a desirable thing.

Knowing all this, in recent months some advertising men have focused their interest on the application of mechanical ingenuity to another phase of the distribution process —delivering a sales message at the point of purchase. One leading New York advertising agency defines this "automatic sales persuasion," or "robot selling," as using "sight or sound to supplement human selling on the retail floor. In some cases it is undoubtedly destined to supplant retail salespeople, as well as supplement them."

Just what new techniques may be unfolded, no one knows. But so far robot selling devices range from broadcasting and the use of public address systems in stores, to motion pictures and slides, to electronic devices and intra-store television. So far motion pictures and public address systems linked with the broadcasting principle have been most used, but even these have been largely experimental.

Department stores are the most likely television users; costs—$25,000 to $40,000 for a store installation—are a limiting factor there. And so far department stores have seemed to favor the visual over the auditory. Mills Industries' Sono Vision is the clear-cut leader, sometimes projecting a sound film, sometimes a silent one. Slides are next in order of extent of use.

Broadcasting, which began with the public address system and the Muzak operation, gets its greatest play from markets where the normal clatter and bustle favors the use of sound. So significant is this field that no less than 30 concerns have been attracted to it in the last few years.

Developments in this area include a complicated little machine which Electronic Advertising, Inc., calls the Ad Vox. When a customer approaches a display near an Ad Vox, she breaks an electric eye circuit and a voice delivers a sales talk. Recent models have a spotlight which focuses on merchandise when the voice talks.

An Electronic Salesman is a similar device which uses shadow boxes on a revolving stage. An onlooker must press a button, however, to start a 20-second talk, after which the stage turns to the second of five displays.

In Chicago, Brown-Crane Co. is adapting wire and tape recording to selling, with a projection machine for films and slides which uses wire or tape recordings. Beyond this, it has adapted the wire recorder to vending machines so they play eight bars of music and deliver a commercial when a person approaches.

There is resistance in some quarters to all methods of robot selling. Here and there a department store has termed them "cheap, tawdry, a nuisance." Specialty shops have looked down haughty noses and suggested — probably quite reasonably — that in dealing with customers in upper-income brackets the personal touch is essential and anything mechanical would be a dose of cold water on the sale.

Yet progress is being made. Advertising and merchandising men, once convinced of the effectiveness of robot selling, can be counted on to plunge into it as deeply as they did with radio's singing commercial. Exact techniques still must be worked out and principles defined; one question yet unanswered is whether any of these methods of on-the-spot stimulus really sell, or simply remind people.

One thing is sure—the combination of motion and sound, particularly of movement in color—provides the maximum impact. If impact can sell, or if the simple reminder of a product need can arrive from this impact, the sound motion pictures and television will get the ultimate favor of most of those concerned.

And with adaptations along the lines of those already suggested, automatic vending will be linked with automatic sales persuasion. It isn't too much to expect, far-fetched though it may seem at this point, to anticipate electric-eye cigarette vendors which will call the passerby to refill his pocket case. Or a beverage vendor which will picture the delights of the thirst-quencher it offers—or even a throat-parching scene so as to increase the thirst of the prospect. Or a vendor of dairy products which will both show and tell how additional products may be used for meals that will delight and nourish the family, thus increasing the per-customer sales. Or even a penny peanut vendor which will accept the coin, deliver the nuts, and then say "Thank you! Call again!"

12 More Cars of Packard Model 7

INDIANAPOLIS—There they go! Here they come: 12 more carloads of Packard Pla-Mor Floor Phonographs, which were received by the following distributors:

Frankel Distributing Co., Omaha, and Walbox Sales Co., Dallas, two cars each; one car each went to Binco Music Co., Ft. Wayne; Whitehead Music Co., Wilmington, N. C.; Ajax Music Co., Denver; Musical Sales Co., St. Louis; Fields Distributing Co., Wallace, Idaho; Osborn Distributing Co., San Francisco; Phoenix Distributing Co., Phoenix; and Frankel Distributing Co., Rock Island, Ill.

This marks the second record-breaking carload shipment of Packard Model 7 phonographs; the previous one consisted of 15 cars. In addition to the Model 7, company officials report large shipments of the new line of wall auxiliary speakers and boxes.

Decca Sales 50% Higher

NEW YORK—Sales of Decca Records, Inc., boomed in the first quarter of this year, climbing to a figure 50 per cent higher than that recorded in the same period last year. Holders of common stock profited to the tune of 85 cents a share, as against the 66 cents per share paid at the end of the first quarter in 1946.

Jack Kapp, president of Decca, says all indications point to a gross business of $44,000,000 this year. Sales for 1946 were a bit over $30,000,000.

NEW

OPERATOR'S DREAM COME TRUE!

$25.00

SPIN-IT

5c ALMOND VENDOR

A NATURAL FOR COCKTAIL LOUNGES AND BEER TAVERNS

The Spinning Reel with 6-Horse Race Track Gets the Play

Legal Everywhere—No Prizes or Awards

Deposit 5c, press down plunger, horses spin by and winner stops at window. Pull out tray for nuts. Customers Play HI-LO for treats or "What Have You." 5c worth of nuts with every spin.

One-third Cash with Order—Balance C.O.D.

DISTRIBUTOR OPPORTUNITIES AVAILABLE

HAMMER-TONE FINISH
STAINLESS STEEL INTERIOR
ADJUSTABLE NUT TRAY
ASSORTED COLORS
CAPACITY, 2½ LBS.

AUTOMATIC ENTERPRISES

8200 BEVERLY BOULEVARD LOS ANGELES 36, CALIF.

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

- NAMA Meetings Encourage Open Discussion of Operators' Problems.
- An Authoritative Survey of the Vitamin Vending Field.
- Automatic Insurance "Clerk" Gaining in Popularity.
- Cooperation—Working Jointly Together.
- Cocoa Beans Only Dark Spot in Candy Ingredient Supply Picture.
- Improvements in Candy Making Machinery Assure Plenty of Bars in Near Future.

July 1947

Edited by
Walter W. Hurd

The ONLY
PROVEN MACHINE OF ITS KIND
Brush Up Shoe Shine Machine

IT BRUSHES

●

IT CLEANS

●

IT SHINES

●

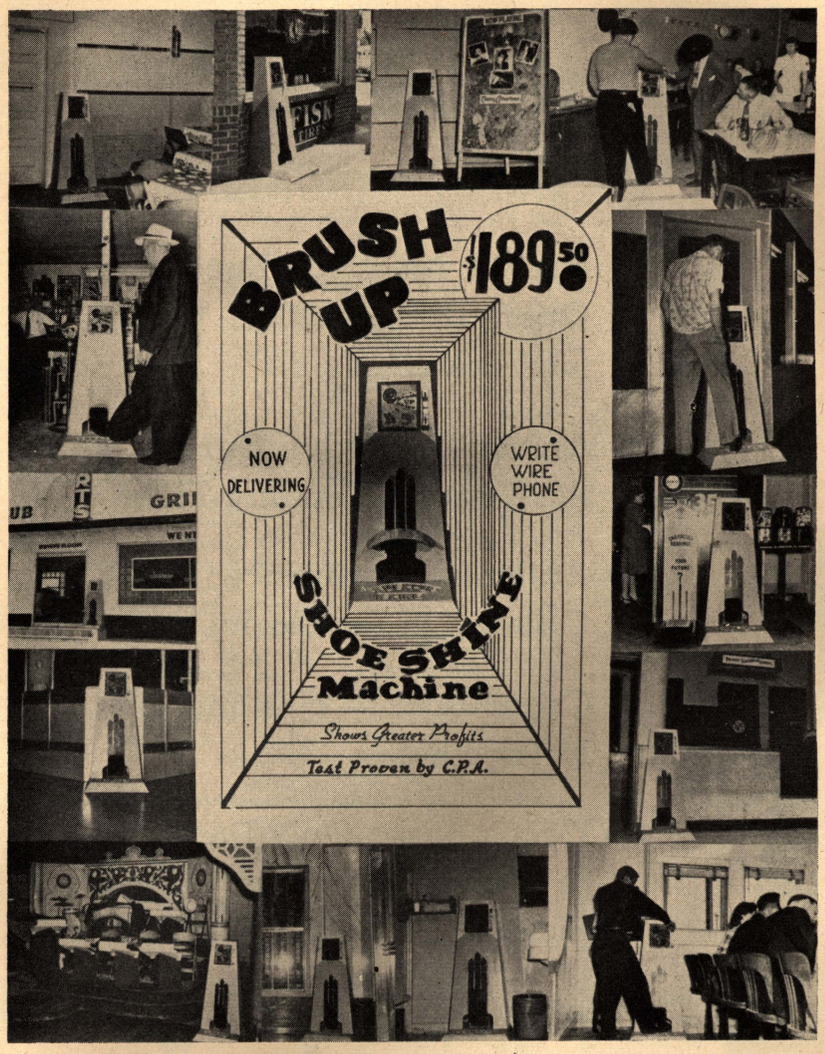
One Machine for both Black and Brown Shoes

No Clutches or Gears

Equipped with A.B.T. Slug Rejector

All Bearings Life-Greased and Sealed

Ideal for Outdoor Locations



NO WAX

●

NO LIQUID

●

NO GREASE

●

Only One Machine Necessary per Location

5c or 10c Operation Equipped

with 1/2 Minute Timer

30 Seconds and Both Shoes Are Completed

Simple, Trouble-free Mechanism

GUARANTEED AGAINST DEFECTS

Protected Territories Available For Operators

WIRE — WRITE — PHONE

HONEYMAN DISTRIBUTING CO.

CARL R. HONEYMAN
(Phone GRaystone 7878)

1157 Post Street **San Francisco 9, Calif.**

— Exclusive Distributors for —
CALIFORNIA, OREGON, WASHINGTON

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

★ ★ JULY 1947 ★ ★

Mexico Producing Gum For Vending Machines

SALT LAKE CITY — Mexico is getting ready to enter the gum business in a big way and this may have a far-reaching effect on the industry in this country.

This was the observation of C. P. Callis, veteran vending machine operator in the Intermountain territory, who has just returned from a trip south of the border to purchase ball gum for his routes.

Heretofore, Mexicans have been content to sell just the raw product to United States processors, but now there are a number of going concerns which propose to make their own finished product, Callis reported.

Callis said he was able to obtain some supplies in Mexico and also in Los Angeles, but sugar rationing is still holding down production of gum and Boston baked beans.

During the war Callis gave up his routes at great distance from Salt Lake and kept only those in the local area and in southern Idaho and western Wyoming. He took a job at the Ninth Service Command and worked at supplying camps in the western states with publications for reading rooms.

Now the war is over and Callis is getting back into full swing.

He started operating out of Salt Lake in the days when the gum machine and other coin vendors were new and such a novelty that the take was excellent because so many people put coins into them just to see how they worked.

Callis feels there is still plenty of room in the vending machine field for the right man. "No matter what else you have, you have got to be a good route man and be able to spot your machines in the right places," he said. "A good route man," he said, "can even take a losing route or a poor-paying one and put it on a sound basis by simply moving his machines to the right outlet."

At the peak of his operation, Callis had routes extending from Salt Lake into Spokane, Wash., through the great wheat belt of northern Idaho and eastern Idaho, into Montana and Wyoming, all of Utah and over into Colorado on the east.

Coffee Flavored Products

NEW YORK—A recent display by flavor manufacturers revealed the growing popularity of coffee flavoring in ice cream and candy. Samples of a variety of products were offered the gathering.

The Coffee Advertising Council, a newly formed organization whose primary function is to promote the sale of coffee, pointed out that although coffee ice cream is a "late starter" among flavors, "it already outsells every flavor in a number of New England cities."

NAMA Meetings Encourage Open Discussion of Operator Problems

by WALTER W. HURD

Observers of the coin machine trade say one of the important results of organization is the training of operators to discuss their problems openly and frankly. By comparing operator's meetings of the present time with programs several years ago, many say a big improvement has taken place in the way operators accept a place on program, prepare a speech and talk like business men.

While most meetings discuss the more public phases of the industry, in some cases operators bring up the practical side of their business and ask how other operators are doing things. There are questions about methods that face operators of all types of machines, in all areas of the country, but operators differ widely in how they approach some of these general problems.

The National Automatic Merchandising Association is encouraging operators to discuss their problems by sponsoring a program of regional meetings and also giving the aid of its home office staff to local leaders in getting up their programs.

At one of its regional meetings in Chicago recently, operators talked freely about some questions of route management and some of the suggestions and ideas are worth putting on record. The confidential nature of the discussions can best be observed by omitting the names of the men who did the talking. (A news report of the meeting appeared in the June issue of AUTOMATIC VENDING).

Operators' discussions started off on the theme of rising costs. This is a theme common to all business discussions nowadays and underlies all meetings of operators, whether it is expressed in so many words, or not. The increasing costs of doing business really may be the cause of many other situations that give the operator trouble.

Operators usually cover the topic by saying that all costs are mounting and there is nothing which the operator can mention that is getting cheaper. The list of things which still continue to mount in price looks pretty impressive and it is no wonder operators talk so much about them. The whole business world and the individual consumer are probably in the same boat, but that does not reduce the seriousness of trying to overcome rising costs at a time when income may be decreasing.

Vending operators all mention increases in the cost of merchandise since the war. A meeting would probably break up in

Popcorn is big business. Here is the conveyor line on which the 'Pop' Corn Sez Vendor is made. Its predecessor was the famous Air Corps P-51 Mustang.

excitement if some operator mentioned a line of merchandise that has shown a trend to decline in price in recent months. What seems to give the operator most concern is the fear that wholesale prices on merchandise he sells may still increase before the general downward tide forces vending merchandise down also.

At the Chicago meeting, cigarette operators predominated and all questions raised tended to relate to cigarette operations, or were directly about cigarettes. On questions of merchandise costs, no operator expressed a fear that manufacturers might again raise cigarette prices, but the spread of state and city taxes on cigarettes did come up as chief cause of higher prices to the consumer. As tax authorities had predicted a year or so ago, the trend to tax cigarettes is really spreading. So many states had derived so much revenue from a cigarette tax in recent years that there is no way to keep the news from spreading, and it is a situation in which the operator of cigarette machines can do nothing to help stall the tide. Some cities have also taken up the idea and that gives cigarettes a really heavy tax load.

New or increased cigarette taxes have been mentioned in a number of states as a means of financing a bonus for veterans. There is some prospect now that a bigger revenue producer might begin to slow up the trend to tax single items, and that is the widespread move to enact a retail sales tax in so many states.

A state or city cigarette tax always brings mechanical and other problems to the operator. Illinois operators discussed cigarette tax problems most freely at the meeting in Chicago and most of the talks centered on the price at which cigarettes would be sold. With operators from Indiana, Illinois and Wisconsin present, it appeared that a majority of machine sales were at 20 cents, but in Illinois operators reported prices varying from 20 to 23 cents per pack in machines.

The variance in price brought pointed argument on the general issue of whether vending operators should support the present agitation to lower prices and thus be on the side of those who are trying to level off to normal times as soon as possible. Mention was made of public resistance to high prices and operators who had raised their price to 23 cents on cigarettes frankly said sales dropped sharply, at first—some said as much as 40 per cent—but then slowly climbed back to a point where dollar volume was greater than before.

Operators who spoke for the lower price cause said they feared the public relations program of the industry would be hurt and that public criticism of machines would begin to appear. It would be an invitation to place special taxes on the trade, others also suggested. Those who supported the higher price theory said it was simply in keeping with general practice at the present time and that increasing costs of operation called for the high price. The time would come when prices must be adjusted downward, they admitted.

Novelty was added to the discussion when an operator displayed a coin mechanism which had been adjusted to handle a 25-cent coin instead of the usual combination. The adjustment on a standard mechanism had been made in his own shop and this led to mention of the different makes of coin slots on the market. The attitude of the group as a whole seemed to be noncommittal on the idea, although the mechanical step was of great interest.

The adjustment of mechanism to handle a quarter was made to sell cigarettes above 20 cents in price and the real purpose is to prevent complaints from locations on making change.

An Illinois city of more than 160,000 population has three established cigarette operators and each raised the retail price on cigarettes when the city placed a special tax on machines. The operators have about agreed, they reported, to return to former price because sales have dropped. Decline in sales with the price hike had been most noticeable in the smaller locations.

A number of Illinois operators reported selling at 22 cents per pack. A champion of low prices said most stores in his area had increased to 21 cents, under the increased state tax, but that his machines were selling at 20 cents. The low price had raised his volume considerably, he said, and he was well satisfied with the returns. He believed that the penny difference would cause smokers to look for his machines to buy cigarettes.

This raised the question of whether there is enough appeal in machine selling to cause people to look for vendors when they want cigarettes. Some operators said most sales by machine are "force sales," that most people patronize the machine because there is no store convenient enough to buy cigarettes when needed. Supporters of the higher price policy argued that customers in such circumstances will pay a penny or two more for the accommodation of having a cigarette machine located in plants or buildings where they cannot otherwise get cigarettes. There were no champions of the idea that vendors are so appealing in themselves that people will pass by a store in order to hunt a machine.

There were supporters of the idea that some people will pass by a machine to find cigarettes at a penny less, and there are supporters of the idea that some people will look for a machine to buy cigarettes at a penny less. Smokers in the smaller cities and towns give more attention to a penny difference in price than smokers in the bigger cities.

Candy operators could say little in all the discussions about price changes because, as most of them said, difficulties in changing coin mechanisms, or getting new ones, compelled the candy operator to stick to the five-cent price until the tide starts downward. The dime bar gains in distribution but most candy operators seem to be hoping that prices on candy will shift lower before the end of the year, or that size of bar can be adjusted easier than adjusting mechanisms.

Cigarette price changes always involve the question of commissions to locations. Illinois operators who raised price to 23 cents per pack said they also increased commission to location one-half cent; operators who sold at 20 cents had cut commission one-half cent. Locations at first objected, but the increase in volume soon made location owners happy.

Indiana operators reported cigarettes generally selling in machines at 18 cents, but a new state tax of three cents goes into effect July 1 and operators plan to sell at 20 cents. In order to increase the price only two cents, the plan is for operator and location to absorb the extra cent equally.

In all discussions of price and costs of doing business, questions on how help is paid come up. Operators have become employers and employ servicemen. Details differ almost with every operator but general practice is to pay either a salary or commission. From the number who took part in discussions at the Chicago meeting, it would appear about evenly divided between the two plans. And there were no arguments about which plan is best; each operator has his own reasons for the method used.

In paying servicemen by commission, there were mentions of such plans as one-third cent per pack; five cents per carton and so on. One operator had been paying six cents per carton during the war but now has returned to five cents per carton. Various methods of checking on servicemen's inventories were mentioned but none in detail. Those who pay by salary seem to feel that it involves fewer details in keeping records.

Most operators said the trend is to use trucks for servicing routes, as fast as trucks can be had. Candy operators also stated they are turning to the use of trucks.

Route management and number of machines a serviceman can handle brought so

(See NAMA Meet, Page 72)

COLUMBUS DISCOVERED AMERICA
And More And More Operators
Are Discovering COLUMBUS
THE VENDING MAN'S CHOICE SINCE 1908
FOR BOTH 1c AND 5c VENDING—AS LOW AS $9.50
OUTSTANDING FEATURES OF MODEL 46:
Fool-proof mechanism
Vise-grip locks
Non-tamperable coin compartment
Wide variety size globes to fit all machines
Sold With Money-Back Guarantee
STANDARD SPECIALTY CO.
3021 38th Avenue Oakland 2, Calif.
Phone ANdover 9037

LION Cold-Carbonated BEVERAGE VENDER

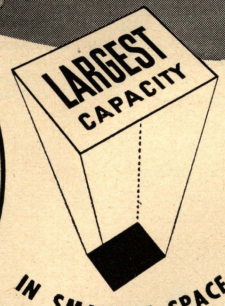
Serves 1200 drinks from a single servicing

- Serves 1,200 drinks (9 oz. cups*) per service of syrup and cups.
  *Cups of other sizes may be vended, if desired.
- Requires only 2 ft. by 2½ ft. floor space.
- Every drink freshly prepared.
- Every drink perfectly blended, highly carbonated, ice-cold.
- Simple, speedy installation opens new locations.
- Simple, trouble-free mechanism insures lowest operating cost.
- Extreme accessibility speeds up routine service.
- Quick delivery of drink increases profits.
- Smooth, streamlined, sanitary appearance attracts patronage.
- Construction complies with strictest sanitation and safety regulations.

Write for Bulletin "B" today!

COIN CHANGER INSURES EXTRA SALES

Standard nickel coin-mechanism is designed to permit quick replacement with positive cheat-proof coin-changer which accepts nickels, dimes and quarters, delivering correct change to patron. Vender may be ordered with coin-changer installed.



NEW IMPROVED CARBONATOR

Instantaneous carbonation is insured by the improved Lion Carbonator —which actually carbonates sufficient water for 5,000 (9 oz.) drinks with 20 lbs. of carbon-dioxide gas. Carbonator has no moving parts.

LION MANUFACTURING CORPORATION
MANUFACTURERS OF BALLY COIN-OPERATED EQUIPMENT
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

NAMA MEET

(Continued from Page 70)

many varied answers that no set standard could be arrived at. Every operator's business is different and so will be plans for servicing. One operator suggested that he serviced his own route for a time in order to decide how many machines one man could handle, how much to pay, and so on. At his rate of pay, the operator made $1.57 per hour and so decided he had a good pay schedule.

Pay standards differ so widely with different communities, and route layouts are so different, that when operators talk of management problems the feeling prevails that every man must work out details for himself. When a group of operators begin to mention details of route management, it is only occasionally that some novel idea comes up that might appeal to operators in general.

Established operators in the cigarette and candy trade have in most cases come up from a small beginning years ago, at which time they did all the work, and hence they have developed methods over a long period of time. The same applies to operators of gum and nut machines. It is in the newer types of machines—soft drink, ice cream, etc.—that discussions of methods and route management become of greatest interest. But the new types of machines were not discussed at the conference now being considered.

Although transportation methods were mentioned briefly, it seems that this phase of the operating business gets much less discussion in the coin machine trade than in other trades that have routes and use trucks or cars for transportation. Transportation is a much bigger cost item in a grocery route, or beverage route, than in a vending machine route and some other trades give much attention to cutting costs in truck operation. In the Chicago meeting, it was mentioned that operators are using more and more trucks to replace passenger cars for servicing routes. There is no question but that, as soft drink vendor routes increase, transportation costs will become a bigger topic when operators get together.

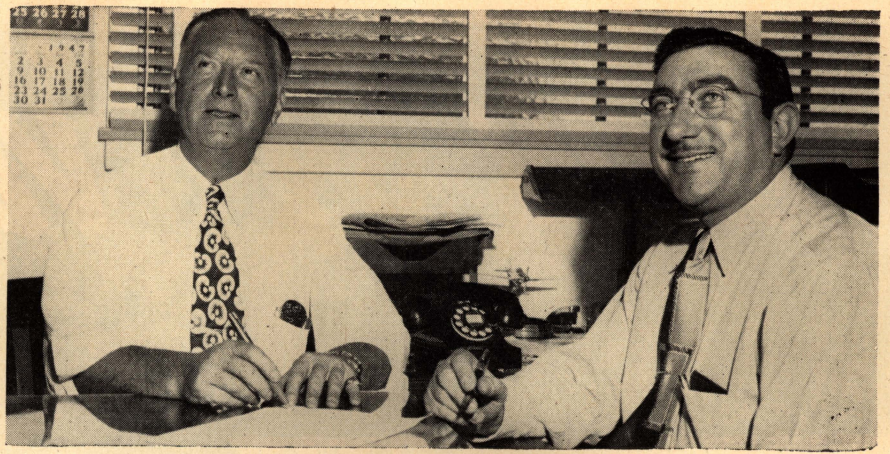
Candy operators injected their special problems into the conference long enough to raise the question of handling candy bars in summer. The general attitude seemed to be that candy men soon learn to buy bars or other candy products that stand up in hot weather and, in transporting candy to locations, learn to protect merchandise fairly well. A manufacturer of candy bars suggested that coatings are still being improved, but that discoloration of chocolate in summer does not injure the eating qualities of a bar in any way. He thought that maybe candy eaters could be educated to some extent on this point.

One operator suggested the use of one or two army blankets to protect candy in transportation to locations during the summer. Simply throw the blankets over the truck after loading, he said, and the protection will be ample against the usual summer heat.

Then an operator raised the question of crossing picket lines, when a factory location is tied up by a strike, and this was considered about hot enough a question to end the discussions.

Stoner Appoints

AURORA, Ill.—Mitchell C. Doumany, formerly of Du Grenier, has been named southern representative for Stoner Mfg. Corp.'s new *Univendor*. Doumany will make his headquarters in Charleston, W. Va.



New Sales Manager Silberman and Adams-Fairfax's Shapiro

Adams-Fairfax Appoints Al Silberman to Key Post

LOS ANGELES — Adams-Fairfax Corp. announces the appointment of Albert A. Silberman as general sales manager, effective July 1.

Bernie Shapiro, president of the firm. which manufactures the nationally known *Cash-Tray* and other bulk vending machines, stated, "I have known Al for a long time, am fully conversant with his past activities in the Coin Machine Industry, and am thoroughly confident of his ability to efficiently head our national sales organization."

After an intensive study of organization policy, methods of procedure, sales plans, etc., Silberman wil plan an itinerary covering every key city in the United States to set up a nation-wide network of front-rank distributors of *Cash-Tray* and other vending machines. He said, "This trip will also enable me to personally visit with many old friends, and I hope, make lots of new ones."

Silberman continued: "On or about the time of completion of my nation-wide circuit, an important announcement will be made by Adams-Fairfax Corp. regarding new vending machines which will fill a long felt want by operators throughout the country. The new equipment and the startling low prices will be news of the first magnitude to every vending machine operator."

The vending machine is not altogether new to Silberman. He was one of the organizers of *Home Humidor* cigarette vending machines, which were placed in apartment hotels throughout greater New York during the twenties. Subsequently he became secretary-general manager of the parking meter division of National Parkograph Corp., and executive vice-president of Williams Mfg. Co. He now makes his permanent home on the Coast.

Adams-Fairfax's prexy, Bernie Shapiro, and brother Monroe are pioneers in the vending field, having come up the hard way. Fully cognizant of operator problems (having started as operators themselves), they have built up a national organization through hard work and fair practice.

Orders Pouring in For Douglass Shoe Shiner

OAKLAND—Distributors for the new *Douglass Automatic Shoe Shiner* had expected a big response from their initial announcement—but nothing compared to the flood of orders which are coming in.

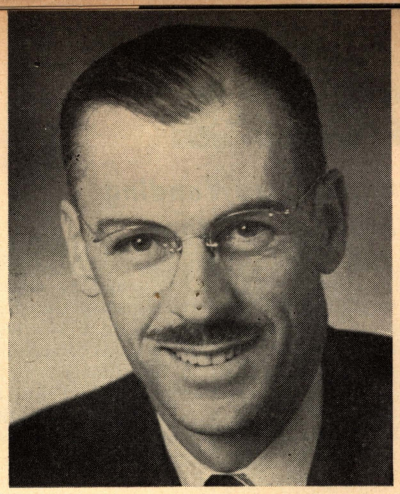
Because of this terrific demand, plans are now underway to step up production.

"It's easy to see why operators all over the country are clamoring for the Douglass machine," says M. L. Parent, national distributor. "It is the only machine on the market which actually shines shoes by transferring wax and color to the entire surface of the shoes. We want to emphasize that our machine does not merely brush up the shoes—devices of this type have been tried in the East for many years. The *Douglass Automatic Shoe Shiner* gives a glossy shine comparable to a bootblack."

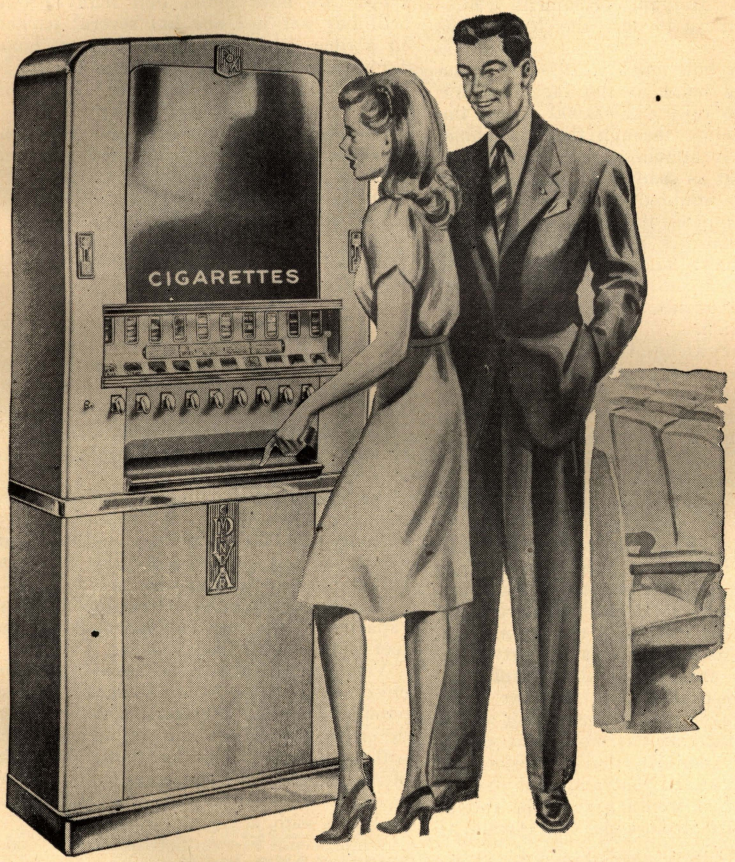
Parent requests distributors and operators who are not receiving as many machines as they would like to be patient for a short while. "It won't be long," he said, "before production facilities are increased to a point where quantity shipments will be made."

BOOST BULK VENDOR PROFITS
With
THE ORIGINAL AND GENUINE
"TEENY" ALMONDS, 90c lb.
Highest count beautiful whole California Almonds
Roasted and Processed to look and taste delicious
SEND FOR FREE SAMPLE
Terms: One-third Cash with Order—Balance C.O.D.
ADAMS-FAIRFAX CORPORATION
5721 WEST JEFFERSON BOULEVARD
LOS ANGELES 16, CALIF.

"Cream Spots Get PX"



Say PX Operators



Naturally! **PX** has the sales appeal that gets the most out of the best spots. **PX** is smart looking . . . clean, trim, brightly illuminated. And it works with efficient, trouble-free smoothness, because it is designed and made properly by people who know how. Are you interested? Drop us a line today for the cigarette vendor that is packed with salesmanship!

MANUFACTURED BY

LEHIGH FOUNDRIES, STANDARD VENDORS DIVISION, EASTON, PENN.

The Name That Means Automatic Vending to Millions

WEST COAST REPRESENTATIVES

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

Operators Vending Plans New Lines

LOS ANGELES—Operators Vending Machine Supply Co. has a number of new types of vending merchandise in the planning stage and will introduce these items to operators just as soon as conditions warrant, according to Sid Bloom.

"Since change of ownership in February, 1943," Bloom states, "Operators Vending has developed into a panned confection factory comparable to some of the large eastern factories. We are making panned goods of every description and size and catering solely to the needs of the vending machine operators on the Pacific Coast.

"Our new partner, Sam Weitzman, has developed new methods of manufacturing items for vending machines and has some very valuable ideas for the future development of the vending machine business. Operators already are reaping considerable benefits from these ideas."

Operators Vending is one of the oldest firms in the West, having been established in 1929. The company has just resumed publication of its monthly *Ace-Hi Vending Machine News*. which contains operating tips, merchandising suggestions, notes about operators, and advice about the care of vending equipment. This publication and a booklet on operating vending machines are both available to operators free of charge.

Visel With Mills Automatic

LONG ISLAND CITY, N. Y.—Frederick C. Visel has been appointed special sales representative of Mills Automatic Merchandising Corp. He has had 13 years of coin machine experience, including executive positions with Hudson Sales Co. and Spacarb, Inc.

SALTED NUTS ... IN BULK ... and IN PACKAGES ...

A complete line of highest quality bulk salted nuts is now available for immediate delivery for use in all types of vending machines.

They're "the Pick of the Crop"—the popular Krispy Kernels—noted for their exceptional quality.

Krispy Kernel package nuts are heat sealed, air and moisture-proof—nuts stay always fresh and crisp—no spoilage and no deterioration. Ideal for counter sales.

Many vending machine salesmen are now carrying the Krispy Kernel line—priced from 5c to $2.00—as an additional profit producer.

We'll be delighted to hear from anyone interested in a fast selling line of the finest nuts.

KRISPY KERNELS CO.
173 Clinton Pl. Newark 8, N. J.

Pennsylvania Tax Ups Soft Drinks to Six Cents

PHILADELPHIA—Operators of vending machines dispensing soft drinks had a new headache in June—a statewide tax of one cent on bottled beverages and ½ cent tax an ounce on syrups used in fountain drinks.

The Philadelphia Coca-Cola Bottling Co. took big display advertisements in newspapers to announce the price increase. Said their advertisements:

"When you are asked to pay one cent more for a bottle of Coca-Cola, remember that the increase is a tax. We have not increased the wholesale price."

There was every indication that the bottlers are not going to sit back passively. Already a group of them here have retained Marshall H. Morgan, prominent Philadelphia attorney, to test the levy's constitutionality.

To indicate how much is at stake in the fight, bottlers point to the fact that the state hopes to raise $35,000,000 during the 1947-49 biennium through this tax alone.

The state is attaching such importance to the tax that as soon as Morgan filed his action, which would restrain the Commonwealth from putting the levy into effect on the grounds that it is "unfair, discriminatory and confiscatory," state officials went into huddles over the suit. They had time for such conferences because the court had not yet taken action.

The Attorney General's office believes the law to be constitutional, but it does not want to take any chances. It believes that if it can plug up any legal loopholes now is the time to do it. So it already has prepared and sent to the legislature changes which it believes are purely precautionary, but which it believes will cure the defects under which it might be attacked.

Amendments change the title of the law, making the levy an excise instead of a state tax. Those attacking the law's validity claimed that it dealt with two subjects in the title instead of the permissible one, and that as drawn it is a property levy.

If bottlers are successful in attacking the law's constitutionality, together with any changes made in it in the closing weeks of the legislature, an enormous dent would be put in the administration's revenue program. It is expected that a special session of the legislature would have to be called should the court declare the law invalid.

Tooth Brush Machine In Full-Scale Production

VAN NUYS, Calif.—After almost two years of painstaking research and experimentation, the One Use Tooth Brush Corp. has announced that it is now embarked upon full-scale production and distribution of *One Use Tooth Brush* vendors throughout the country.

The vendor, which incorporates many newly patented improvements, is now considered by its manufacturers to be 99 per cent perfect. "From the very start," said Leonard Conn, president of the corporation, "we definitely insisted that we would not put a single machine on the market until we were absolutely convinced that every conceivable 'bug' had been found and eliminated. We made test after test until the final model, which we are now producing in quantity, operated flawlessly. Many experienced vending machine operators whom we have recently contacted have enthusiastically expressed their opinion that our machine is an outstanding example of effective and trouble-free mechanical engineering."

The vendor, whose mechanism is enclosed in an attractive stainless steel cabinet 17 inches tall, 9 inches wide and 5 inches deep, has a capacity of 72 cylindrical packets which vend for ten cents each. Each packet contains an excellent quality nylon bristled tooth brush and an air-and-moisture-proof Pliofilm envelope containing one and a half grams of tooth powder —sufficient for one brushing.

Designed for wall installations in washrooms, the new tooth brush machine offers a completely untapped and almost unlimited field of potential locations: bars, restaurants, service stations, bus and rail depots, office buildings, hotels, motor courts, dentists' offices and night clubs—everywhere that people away from home would like to brush their teeth.

"In addition to on-the-spot use," Conn adds, "we have found that many people will buy not just one but several packets at a time in order to have them at home for overnight guests, to keep handy in office desks, or to take along on out-of-town business and pleasure trips."

Besides Conn, others on the board of directors are F. A. Lang, vice-president and treasurer; Duane Johnson, vice-president and production manager; Daniel W. Gage, and W. O. Hokanson.

Ice Cream Vendor Ready For Delivery in August

CHICAGO—First production units of the ice cream bar vendor displayed last February at the Chicago Coin Machine Show by Vendi Freeze Corp., San Diego, will be ready for delivery about August 1, according to A. A. Dubin, regional director for Illinois, Wisconsin, Indiana, Michigan, and Pennsylvania.

American Fitting Co., Escondido, Calif., is in production on the units, with a capacity of 1,500 machines a month. Vendi Freeze also is planning to have the machines built in Chicago and Pennsylvania.

The *Vendi Freeze* machine has a 96-bar capacity, is five feet two inches high, two feet wide and 20 inches deep.

Vendors will either be leased to franchise operators or sold outright. In less populated areas, operators will be given exclusive territories, and in larger cities will be given protected locations. A system of registration of all locations with regional directors will insure that each location is exclusive with a certain operator.

While Vendi Freeze distributors are making arrangement with ice cream manufacturers throughout the country to supply chocolate covered bars, operators may make their own arrangements about sources of supply. However, the bars must be packaged in a Vendi Freeze waxed cardboard box.

Nine working models of the vendors were location-tested for several weeks in Sharon, Penn., and the production models incorporate all improvements found necessary.

A Route of our
Prophylactic Latex
and
Sanitary Napkin Vendors
will give you additional income.
For complete details, write:
MODERN SANITARY SALES
Ferndale 20, Michigan
620 West Saratoga

A Silver Mine In Every Wash Room

40% Profit

AN INDIVIDUAL QUALITY TOOTH BRUSH WITH CHAARL TOOTH POWDER

- ★ LOW INITIAL INVESTMENT.
- ★ NON-COMPETITIVE.
- ★ FORTY MILLION POTENTIAL CUSTOMERS.
- ★ A STEADY FLOW OF DIMES.
- ★ A REAL ACCOMMODATION.

A NEW TROUBLE-FREE MACHINE ENCASED IN A STAINLESS STEEL CABINET.

FITS INTO ANY COLOR SCHEME.

EASILY SERVICED — QUICK LOADING.

REQUIRES A MINIMUM OF MAINTENANCE.

EQUIPPED WITH NATIONAL SLUG REJECTOR.

SIMPLE NON-CORROSIVE INTERNAL MECHANISM.

No Merchandise Shortage

See Other Side for Complete Information

WRITE:

ONE USE TOOTH BRUSH CORPORATION

14408 CALVERT STREET • VAN NUYS, CALIFORNIA

Here at Last!

ONE USE TOOTH BRUSH MACHINE

THE VENDOR THAT ENTERS AN ENTIRELY NEW FIELD — COMPLETELY WITHOUT COMPETITION — WIDE OPEN TO ALERT OPERATORS WHO WANT TO ESTABLISH PROFITABLE NEW ROUTES!

One Use Tooth Brush machines were deliberately withheld from the market for almost two years — not because of material shortages, but because we wanted to be **positive** that every conceivable "bug" had been eliminated before we put a single one on a route. Now, after repeated tests, we **know** that we have reached **99% foolproof perfection.** The machine is ruggedly constructed, operates flawlessly and is viewed by experienced vending machine operators as a masterpiece of mechanical simplicity.

Machine Holds

72 PACKETS

Each Containing

INDIVIDUAL TOOTH BRUSH

and

CHAARL TOOTH POWDER

The brush has Nylon bristles and is comparable in quality to many of the finest brushes now on the market. Chaarl Tooth Powder has excellent cleansing qualities, plus an especially cooling and refreshing taste to those who smoke.

EVERY WASHROOM A POTENTIAL LOCATION

According to a national dental survey, 40,000,000 people brush their teeth every day. Thus every washroom can be a profitable location for a One Use Tooth Brush machine — in bars, restaurants, bus and rail depots, service stations, theatres, office buildings, hotels, motor courts — everywhere that people away from home would like to brush their teeth!

CHECK THESE OUTSTANDING FEATURES!

✓ ATTRACTIVE CABINET

Modern, stainless-steel cabinet harmonizes with any washroom.

✓ WELL BUILT

A foolproof vending mechanism reduces maintenance to a minimum. Equipped with National slug rejector.

✓ SIMPLE TO OPERATE

A half-turn of the handle releases the merchandise.

✓ EASY TO SERVICE

The One Use Tooth Brush machine is easily serviced — can be loaded in a matter of seconds.

Excellent Territories Still Available for Qualified Distributors

GENEROUS PROFIT MARGIN To DISTRIBUTORS and OPERATORS

The One Use Tooth Brush Machine is a natural money-maker. Now is the time for operators to build their routes while the best locations are still available. For complete information regarding prices and profit margins on machines and merchandise, write or wire today to

VENDEX, INC., HILLSIDE 5, NEW JERSEY

(East Coast Factory Representatives)

OR

ONE USE TOOTH BRUSH CORPORATION

14408 CALVERT STREET • VAN NUYS, CALIFORNIA

An Authoritative Survey of the Vitamin Vending Field

by WALTER W. HURD

CHICAGO—One of the most novel new products to be sold through vending machines in the postwar era promises to be vitamins. Two manufacturing firms, both of them located on the West Coast, have announced vitamin dispensers to the trade. Both makes of machines are being given special tests in the Chicago area.

Some idea of the possible field for vitamin dispensers may be gained from the sales plans of the two manufacturers. Both plan to control the product by making the machine to vend a special package, and also by offering the merchandise in suitable package form.

One firm stresses factories as the best type of location for machines and the other stresses eating places.

Vitamin use for factory workers got a big boost during the war and free distribution was made to employees in many plants. A Chicago coinman, who has helped in testing some of the new vitamin dispensers, says he has found some plant superintendents who acquired a dislike for the whole vitamin idea during the war and will not accept vendors now. But most plant managers do like the idea and welcome the vendor way to distribute the vitamins.

Workers have been educated to a considerable extent to the need of vitamins and management recognizes the daily use of the product as an aid to efficiency of workers.

Eating places appear to be a natural location for cashing in on the national publicity that has been given to vitamins in recent years and has made the public somewhat vitamin conscious. Test locations in the restaurant field have proved very profitable, according to makers of the vitamin dispensers.

Tests have shown there is a wide variation in sales in different eating places and the only way to tell is to try out a location. Test in a hotel coffee shop in Chicago marked up surprising sales, but other tests in high class eating places did not show up so well. It would appear that public demand for vitamins is spotty and that specialists in the drug field recognize some cities as good vitamin markets while other cities, for no explainable reason, are recognized as poor vitamin markets. Chicago is said to be a good vitamin market, while Peoria, Illinois, may be considered as a poor vitamin market.

Prospective operators of the vitamin dispensers invariably raise the question whether the public knows enough about vitamins to patronize the dispensers. Operators also admit that, in spite of all the publicity given to vitamins, they really know little about the product themselves. A Chicago jobber who has placed some of the dispensers, said he decided to try the vitamins for himself and his family and found they had proved very helpful.

The manufacturers of the two makes of vitamin dispensers have recognized the need for more education and have made plans to help operators sell the product. Kayem Products Co., of Los Angeles (1947 Source Book, page 45), has placed on the market the Kayem Vit-O-Min vendor, an attractive merchandise machine listed at $42.50 per vendor. It holds 96 of the small vitamin boxes, with two multiple vitamin tablets in each box. The price to the customer is ten cents per package, the two tablets being suggested as a normal dosage per day for one person. The operator's gross profit per dime sale is six and one-half cents.

The Kayem vendor went into production in March, according to reports, and output is being stepped up as distributing offices are established in the trade. In Chicago the vendor is sold by the B & W Sales Co., and the Aubrey Stemler Distributing Co., Los Angeles, handles West Coast distribution. According to reports, the manufacturer plans to have several thousand machines in hands of operators by the end of the year.

The Kayem vendors are sold to operators but the vitamin product is controlled by size of package being specially adapted for the vendor. The tablets are made by Wm. T. Thompson Co. of Los Angeles, firm that made vitamins for use of armed forces and also industrial plants during the war. The tablets for sale through the vendors bear the trade name Vibis Vit-O-Min and contain a standard dosage of eight vitamins and six minerals.

The Kayem vendor is really a merchandising machine that can be adapted for various small items, selling at either a penny, nickel or dime. Trade reports say the merchandiser will be used to sell a quality make of razor blade widely advertised to the nation and other specially packaged items will also be made available to operators of the machines. A distributor says a list of as many as 30 different merchandise items, all of which can be adapted to sale through the machine, has been made up. Meanwhile, the vitamin dispenser is the one currently being offered to the trade.

A more recent vitamin dispenser has been announced by Ven-Dures, Inc., of Seattle, and both machine and the product will be controlled by the firm. Stanley Palmer, vice-president and general manager, was in Chicago recently on a tour to arrange state franchise setups. According to Palmer, an intensive test program has been planned to cover a period of six months and to include half a dozen cities. The real purpose of the test program is to determine best locations and also complete data on merchandising ideas for selling vitamins by machine. The A. C. Nielson Co., national market survey organization, will assist in collecting data on the dispensers.

The Ven-Dures vendor is made to sell One-a-Day brand of vitamins, made by Miles Laboratories, Inc., of Elkhart, Ind. The dispenser will handle only a special type of package in the form of a cellophane ribbon or strip containing 200 of the multiple vitamin capsules. The brand name itself suggests one capsule a day to the customer and the real appeal is expected to be to people who use vitamins but have forgotten to take them at home. The market survey will also determine how many new customers can be developed by seeing the dispensers on location.

While the public has been made vitamin conscious by national advertising of particular vitamin brands, and by many articles in magazines and newspapers, the makers of both machines undertake to give as much information as possible to the public about vitamins. The Vit-O-Min

Before You Invest In Vitamin Vending Machines, Make This Three-Point Comparison Test

1. COMPARE PROFIT POSSIBILITIES
2. COMPARE VENDING MECHANISMS
3. COMPARE PRODUCT ADVANTAGES

COMPARISON WILL PROVE KAYEM TO BE SUPERIOR ON ALL THREE POINTS!

PROFIT POSSIBILITIES: 186% margin for profit. Operator makes 6½ cents on each 10 cent sale.

VENDING MECHANISM: New! Unique! Full cadmium and chromium plate steel construction throughout. Every part die made.

PRODUCT ADVANTAGES: A truly high potency multi-vitamin-mineral product. Contains 8 vitamins—6 minerals. Carries certification of nationally known Hollywood Testing Laboratories.

Write or wire today for descriptive literature! Be first in your area to cash in with Kayem. Address Dept. CR-1.

KAYEM PRODUCTS CO. 8161 Santa Monica Blvd. Hollywood, Calif.

dispenser has considerable information on the front of the machine and wall cards will also be made available to operators. Since the name of actress Ilona Massey has been mentioned in the daily press in connection with the Vit-O-Min dispenser, it is reported that plugs for the vendor will be included in a new radio program by the actress, starting in the early fall. The makers of One-a-Day brand vitamins will plug the vendors in advertising, not by referring directly to the vendors, but by telling the customers that vitamins can be had at drug stores and also through "self-service." The makers of the machines have not yet announced any general consumer advertising programs.

Operators who consider buying vitamin dispensers ask about "opposition" to the vendors. It is generally known that the medical profession talks against over-the-counter sales of vitamins, but nevertheless drug and grocery stores sell millions of dollars worth of the product over the counter—and such sales are climbing every year. The makers of One-a-Day brand vitamins anticipate some drug store opposition by suggesting that the sale of a single capsule by machine should boost demand for full bottles at the drug stores.

Sale of vitamins in grocery stores has been tested in the high courts and in every test thus far, the grocery outlets are reported to have won. These cases have fully established the fact that vitamins in ordinary dosage must be recognized as a food element and hence can be sold under the same regulations that govern food products. The practice of adding vitamins to milk, soft drinks, candy and many other products has now become so widespread that the use of vitamins as a food supplement must be accepted as standard.

Food chemists and scientists in general publish much information showing that the average person should supplement his diet with an ordinary dose of vitamins and minerals every day. Evidence indicates that minerals may even be more important than vitamins because agricultural chemists warn that the soil over most of the United States is seriously depleted in minerals. But the public has not yet been made fully acquainted with these facts.

Can the vitamin dispensers help in spreading the correct information?

A novel type of product has now been adapted to selling in vendors and the trade will be deeply interested in tests and expansion of the business throughout the year.

Popcorn Vending Big In Salt Lake City

SALT LAKE CITY — Popcorn vending machines are going strong in Salt Lake City and near-by cities and towns and the Serve Yourself Popcorn Co. is expecting a big season this summer.

Organized by three veterans, the company has several score machines located principally in Salt Lake City, Ogden and Provo and at spots on the highways in between.

They are Nash Healy, Art Ellis and G. D. Hughes. Each has taken over a section of the territory and are operating as individuals under the company name.

Hughes, who has the Salt Lake area, is at present moving his machines from his poor locations to the Utah State Fair Grounds, where the Utah Centennial Exposition opened June 2 and continues through the fall.

"It's funny about popcorn machines," said Hughes. "When you first put a machine in a location, you think you've hit the jackpot, but then after about a month the sale drops off and then it starts coming back. People must like to buy it from the machine at first because of the mechanical novelty and then the novelty wears off.

"The bright note, however, lies in the fact that after a dull period the steady sales begin to come back, and if you keep good fresh popcorn in the machines the coins will start pouring in again."

The best spots, he finds, are places of entertainment such as fair grounds, bowling alleys, drive-ins, ice cream parlors and beer parlors.

"We're finding service stations and garages pretty good outlets. People buy a bag of popcorn while they are waiting for their cars to be serviced and take a bag when they leave for home," Hughes explained.

The operators are supplied freshly popped corn daily by Spencer's Popcorn Co., where they make their headquarters.

Hughes and his buddies financed the purchase of their machines through local bank financing and are paying them off at a rapid rate while buying new ones. "We are putting most of our profits back into the machines and I will have mine paid for this fall."

The firm has been operating a little over a year.

Anxiously Await Mills Hot Coffee Machine

LOS ANGELES — Coast Enterprises, Southern California distributors for the new Mills Hot Coffee Machine, are anxiously awaiting delivery of the display sample which is due some time during the month.

The model which was shown at the last Coin Machine Show has been enlarged and improved.

J. J. Greenfield, head of Coast Enterprises, states that a large number of inquiries have been received not only from operators but from industrial plants, large offices, and even gas stations. "Much of this early interest was stimulated by the picture story appearing in *Life* Magazine after the 1947 show," he said.

Adams-Fairfax Wall Bracket Receives Rousing Reception

LOS ANGELES—The initial announcement of Adams-Fairfax's new universal wall bracket in last month's REVIEW brought a terrific response from vending machine men throughout the country, the manufacturing firm revealed.

"Jobber orders were particularly heavy," Bernie Shapiro, president of Adams-Fairfax, stated, "and for good reason, too: any bona fide jobber can handle this item regardless of whether he is a *Cash-Tray* distributor. The feature which makes our wall bracket unique and desirable," he added, "is that it can be used either as a one-piece permanent bracket or a two-piece removable one. Not only is it the first universal vending bracket to be marketed which fits practically every bulk vending machine ever made, but it is the lowest-priced bracket, in either the one or two piece type, to be offered to the trade."

Automatic Machines Co. Adds Two New Lines

OAKLAND—B. C. Beyer, owner of Automatic Machines Co., announces the addition of two new lines: the Kunkel popcorn machine in Northern California, Oregon, and Washington, and Asco's new one-cent gum vendor in the 11 western states.

The Kunkel machine has been redesigned and brought up to date; it vends popcorn for five cents. The gum machine holds 600 sticks and five different varieties. "Of course, operators can use any brand of gum they desire," Beyer stated; "as a service, we are guaranteeing a sufficient supply of Leaf gum for the operation of every machine sold."

THE LOWEST PRICED CAST-IRON STAND ON THE MARKET

Round base, 15 inches in diameter . . . Stand weighs approximately 20 pounds . . . Pipe stem is one inch in diameter . . . 3-inch flange on top . . . Height is 31 inches. *No concrete.*

$3.50 ea.

In Lots of 10 or More

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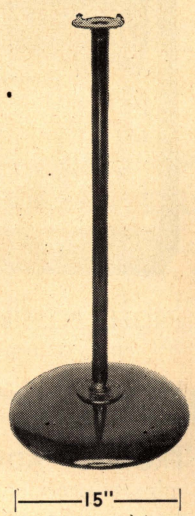

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STANDARD SPECIALTY CO.

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BUBBLE BALL GUM

55¢ LB.

5/8", 140 Count—Packed Bulk 25-lb. Cartons

QUANTITY USERS, WRITE

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"PENNY-WISE ANGUS" Says: "Why Pay More When CASH-TRAYS Cost Less"

Gleaming Lustrous Chrome Plate ...easy to keep clean

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FOR JULY 1947

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OPERATORS EVERYWHERE HAIL

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AS *BIGGEST* PROFIT MAKER ON *SMALLEST* INVESTMENT

Write for Free Profit Chart and Free Sample of "Teeny" Almonds. CASH TRAY Dimensions: 9½" wide and 8¼" high.

Manufactured by

ADAMS-FAIRFAX CORPORATION

5721 WEST JEFFERSON BLVD. · Dept. M · LOS ANGELES 16, CALIF.

Automatic Insurance "Clerk" Gaining in Popularity

By W. C. Arthurs

One of these days every sizable railroad depot, bus terminal, airport and filling station in the United States may be equipped with an *Insurograph*, a coin-operated machine made in Columbus, Ohio, that will collect premiums and issue to travelers an insurance policy ranging in value from $5,000 to $25,000.

The machines will offer speedier service than the current method of sales by personnel, according to the inventor, and consequently, ticket and reservation clerks will no longer be required to fill out the insurance blanks.

These intricate machines, which have the general appearance of ordinary vending machines, are produced by the Automatic Business Machines Corp., 87 N. Sixth St., Columbus. Ten of them, built by hand in the company's assembly plant in Columbus, have been tried out in LaGuardia Field and two downtown air terminals in New York City during the last few months.

So successful have they proved that Associated Aviation Underwriters, an organization representing 56 leading fire and casualty companies, have arranged for the installation, on a rental basis, of between 400 and 500 additional machines in all major airports in the nation. Associated Aviation Underwriters will use the machines to issue their standard policy to airline travelers.

The manufacturers also have nearly completed negotiations with the Travelers Insurance Co., Hartford, Conn., for the installation of machines in all of the nation's leading bus and railroad terminals, a project which calls for some 15,000 machines in the country's Greyhound terminals alone. Like the aviation section, the Travelers company would rent the machines and issue its standard policy to rail and bus travelers.

To meet the demand, the Columbus firm has taken over the entire fourth floor of the Lilley-Ames Building and has stepped up production to approximately 100 machines a month. They are assembled in Columbus from parts fabricated locally and in other cities.

The purchaser, who can insure himself up to $25,000 for one trip by air, spends 40 seconds getting the policy. He inserts a quarter for each $5,000 worth of insurance desired—up to the $25,000 limit—and fills out an application blank which slips into position. He writes down the point of departure, his destination, name and address of beneficiary, and finally adds his own signature.

He then pushes a button and the machine stamps the amount of insurance purchased on the policy, the exact time it is issued and a facsimile of the signature of the insurance company's resident agent. It then delivers the original policy to a rack on the front of the machine for the purchaser to pick up and retains a duplicate for the insurance company. Policy holders are covered for seven days, while waiting at airports, in transit, and while passengers on other specified airline conveyances.

The man behind the device is the corporation's executive vice-president, Ralph W. Brown, a veteran mining engineer, who started to develop the machine in Wichita, Kan. in 1937. Brown bought out a man who invented a device which sold a $1000 insurance policy for a nickel. Within two years, he had built his own machine, but it proved unsatisfactory because the purchaser had to tear off his own policy.

Brown determined to make it fully automatic, but the war slowed down his plans. He came to Columbus in 1940 to open an office for a wholesale flour milling concern. During the war, he was associated with the Columbus plant of the Blaw-Knox Co., and later went to the National Tube Co., at McKeesport, Pa., meanwhile working on the machine in his spare time.

Brown returned to Columbus in January 1946, leased space in the Lilley-Ames Building, and went to work. By fall, he had obtained permission from the New York insurance commissioner to give the machines a 30-day trial. Insurance departments in all states of the United States have now stamped their approval on the machines.

Recently the Automatic Business Machines Corp. was formed in Delaware, with Brown's long-time friend and business associate, Ernest Woods of Birmingham, Ala., who financed the development of the machines, named as president. Woods has set up main offices of the corporation at Birmingham, with executive offices and assembly plant in Columbus.

As may be gleaned from the preceding paragraphs, the manufacturer retains control of the machines and leases them to individual insurance companies, which will more than likely set up a split plan on profits with locations. In the case of machines located on property such as Greyhound bus stations, the different Greyhound lines will control operations, it appears at this time. Since the plan is still in the experimental stage—with so few machines being operated—it is impossible to give a breakdown on revenue, costs and net profits.

Although the set-up does not look favorable for individual coinmen acquiring a lease on machines at the present time, such a plan may evolve at a future date should it go so far as to cover travel by automobile. Then it might be that policies would be issued along with other items at neighborhood gas stations. In the final analysis, it might be well to investigate future possibilities of procuring a franchise on operation of a route of insurance vending machines. Times do change.

Viking Expands Line

SAN FRANCISCO — Viking Specialty Co. has annexed the distributorship of Klopp Engineering Co.'s new portable coin counter for the 11 western states. The coin counter comes in two models: manual and motor driven.

"This new coin counter handles coins in denominations from one to 25 cents, and counts in units of 20, 25, 40 and 50 as well as continuously," Don McClinton, partner at Viking, stated. "It is of sturdy construction, simple to operate; the dials are plainly marked, and it is easy to set."

Viking has also been appointed exclusive national distributor for *Dux* brand Boston baked beans, *Rainbow* peanut mix and French burnt peanuts, with other items being added.

"Price of 5/8" bubble gum has been reduced," McClinton added, "and we have a complete stock. We handle the Leaf gum brand. While in Chicago recently, I went through their plant and the enormity of their production facilities is stupendous. They have the largest gum plant in the world under one roof."

Delivery of the scintillating new Watling scales, for which operators have been clamoring for months, is now being made in quantity and the firm offers immediate delivery. "You have to see the scale to really appreciate it," Bill Collier, McClinton's partner, said. "The simplicity of its mechanism and its play-stimulating beauty are bright landmarks in the post-war era of scale operation."

Collier also revealed that Viking is anxiously awaiting the arrival of a new bottled drink vendor.

Radar to Revolutionize Automatic Vending

NEW YORK—"With radar, you can take a hot dog from ice box to bun in nine seconds. Steak takes a little longer . . . 50 seconds at least. Soon you'll be able to walk into a restaurant, pick your menu, and have it pop out of the slot in two minutes, freshly cooked and neatly wrapped."

Those are the observations of Mario Caruso, head of C-8 Laboratories of Newark, manufacturers of electrical equipment, after completing a cross-country tour.

"Our entire concept of marketing and distributing products will be changed by electrical vending machines," Caruso adds. In addition to radar, deep freeze developments have made many innovations possible, he points out. As a result, supermarkets will sell frozen food or whole meals from coin-operated machines. Airlines and railroads will be able to offer a greater variety of menus.

Department stores, too, will feel the influence of the coming coin era. All the customer will have to do, Caruso predicts, is dial his size, make his selection, insert coins, and ready-to-wear items will be dispensed.

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1ST CHOICE OF ALL EXPERIENCED OPERATORS

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get prewar quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

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SILVER KINGS
Now in Stock for Immediate Delivery.
Build up a permanent business at low cost.
SAMPLE $13.95
Write for Quantity Prices
ALSO NEW SILVER KING HOT NUT VENDOR
Only $29.95 each
1/3 Deposit, Bal. C.O.D.
DEVICES NOVELTY SALES CO.
467 N. Milwaukee Ave.
Chicago 10, Ill.

Three NAMA Regions Hold Meetings on Coast

SEATTLE—In an action-packed one day session, almost 100 coinmen from Washington, Idaho, Montana and Oregon, converged on the Benjamin Franklin Hotel at Seattle June 12 for a District 12 NAMA confab, sparked by presentation of pertinent ideas for better vending by national officers of the NAMA, and to exchange operations techniques.

Keynote of the get-together was sounded by Robert Z. Greene, national president of the organization, who said that operators must stick together to give vending operations a rightful stature in industry.

In concluding his afternoon address, President Greene urged those present to "stick together" not only for a profitable exchange of progressive ideas in operation, but for combatting operational injustices.

"We must be united," Greene said, "to combat unjust taxation on vending machines. The money in this business is made on merchandise and service—not on the machines."

Responsible for the successful organization of the Seattle conference was Regional Chairman H. Dan Bracken, Jr., Sterling Tobacco Co., and Fred L. Brandstrader, legislative council for Regions 6 to 12. Brandstrader is attached to the Chicago NAMA home office.

The meeting was opened by Chairman Bracken, who outlined the policy of open discussions on problems confronting the NAMA and the individual operator.

The next speaker, Fred L. Brandstrader, expressed the concern of NAMA with regard to the threat of unfair taxation. Nationally, he said, the NAMA has always managed to overcome this threat, but locally it still has many a fight on its hands.

Region 12 taxation problems were aired, and Brandstrader told coinmen that only by keeping a united and organized front could operators hope to defeat unfavorable legislation which might come up in the future.

Good feature of the morning session was the Public Relations Clinic, a question and answer forum. Walter Wilkes, Ford Gum Co., acted as moderator for the general discussion. This was followed by a roundtable, conducted by R. G. Allen of the Peerless Scale Co. Legislative quirks affecting operators were thoroughly put through the wringer.

After adjourning for luncheon, the afternoon session got under way, highlighted by a well received address by Greene.

Greene stressed the necessity for acquir-

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SO OVERWHELMING HAS BEEN THE DEMAND FOR THE NEW DOUGLASS AUTOMATIC SHOE SHINER, THAT WE RECOMMEND PLACING YOUR ORDER WITH OUR DISTRIBUTORS PROMPTLY FOR EARLIEST POSSIBLE DELIVERY.

NOW ON DISPLAY

The **ONLY** Machine That Actually **SHINES** Shoes

FAST! • Applies **WAX** and **COLOR** • ***NEAT!***

Dimensions Each Machine: 18" Wide, 30" Long, 38" High

DOUGLASS AUTOMATIC SHOE SHINER

Safe to Use! *Simple to Operate!* *Easy to Service!*

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SEATTLE COIN MACHINE CO. — **3225 Western Avenue, Seattle, Wash.**
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ISLAND DISTRIBUTING CO. — **2502—39th St., Galveston, Texas**
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In Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida

UNITED DISTRIBUTING CORP. — **225 East First St., Fond Du Lac, Wis.**
In Wisconsin and Upper Peninsula

SHINE DISTRIBUTING CO. — **2307 W. Pico Blvd., Los Angeles, Calif.**
In Southern California, Arizona, Southern Nevada

PARENT DISTRIBUTING CO.
NATIONAL DISTRIBUTOR
600—16th Street **Phone: GLencourt 1174** **Oakland, California**

ing and maintaining good will of clients and employees, as well as spotlighting the value of solid organization of coinmen.

He suggested to operators that they could improve volume of sales by budgeting time, delegating details to assistants. He also pointed out the value of prompt repair service, having neat personnel, and being receptive to new ideas.

"One of the chief advantages of the NAMA," Greene stated, "is the opportunity it affords to interchange progressive ideas among operators."

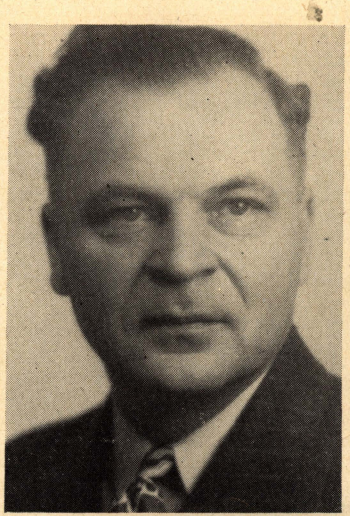
The NAMA, he continued, has succeeded in giving the vending machine its rightful stature in industry.

"The vending machine business is big business," he pointed out. "Cigarette vendors have sold more than a half million dollars worth of goods in the past year."

Following the president's talk, operators were invited to submit questions on business problems to an informal panel conducted by Cliff Bergerson, of Sterling Tobacco Co., Seattle, with the following completing the panel: Jay De Cou, Canteen Co.; Louis Misner, Washington Cigarette Service; Walter Wilkes, Ford Gum Co.; Jack Mill, Rowe Mfg. Co.; Clyde Schmoyer, Carter and Carter; H. W. Crosby, Diamond Match Co.; R. L. Tonkin, P. Lorillard & Co., and Dixon of the American Chiclet Co.

George Seedman, general chairman of the 1947 convention, answered many of the operator's questions, citing methods used in eastern operations under similar circumstances.

The meeting was adjourned at 5 p.m., after the nominating committee unanimously voted to retain H. Dan Bracken, Sterling Tobacco Co., as Region 12 chairman for the next year.



Carl R. Honeyman

Honeyman Distributing Lands New Shine Machine

SAN FRANCISCO—C. R. Honeyman of Honeyman Distributing Co. has been appointed exclusive distributor for the *Brush Up* shoe shine machine in Oregon, Washington, and California.

Honeyman has been a successful music operator in the Bay area for the past eight years; he sold his holdings to organize Honeyman Distributing.

The machine is being manufactured by Siros Mfg. Co. of Houston. Bill Siros developed the idea and originated the patents in 1932. An initial run of 2,000 was turned out at that time several hundred of which are still in operation. After the first run, the firm began large-scale manufacture of pin games, bowling alleys, and roll-down equipment, and so heavy were the facilities taxed, that they did not get around to succeeding runs of *Brush Up*.

The machine has been redesigned and modernized, and deliveries are now being made to distributors.

"There are 168 men working full time in our plant," Siros said, "and we're now producing 100 per day."

Brush Up has a simple mechanism—there are no gears or clutches—and it can be operated on either five or ten cent play. Conversion from one denomination to the other is achieved in two minutes. Specially treated brushes clean, brush and shine shoes without requiring any grease or liquid polish.

A nickel or dime inserted in the slot starts the motor, which actuates the brush. Either black, tan or brown shoes can be handled by one machine. The entire operation requires only 30 seconds for both shoes.

Says Siros: "We have found that by eliminating all liquids, greases or wax, we have a machine that will satisfy everyone, as tests show that any grease, liquid or wax mixed with every-day dust will create a grit that will scratch or cut the better type shoes. It also will cut off the gloss or shine after the dust is mixed with the waxed brushes."

Brush Up is equipped with a half-minute time clock and A.B.T. specially designed cam. The timer is sufficient for one person to shine both shoes. A.B.T.'s slug rejector with the return chute is also part of the equipment.

"At no time does the machine need to be greased," Siros continued, "as all bearings are life-greased and sealed. One drop of oil in the motor is necessary each 30 days. The machine has been tested extensively and provides a good opportunity for operators who want to pay for their equipment in short order. Distributorships are going fast, but there are several states still open."

The future of the machine? Let the designer and manufacturer answer that: "As long as people wear shoes, this machine will operate profitably."

Tampax Vendor For Women's Rest Rooms

NEW YORK—Ellery W. Mann, president of Tampax Inc., Palmer, Mass., announces the appointment of The Hospital Specialty Co., Cleveland, O., as exclusive distributors of *Tampax*, internally-worn sanitary protection, through vending machines.

The Tampax Vendor, designed, manufactured, and distributed by The Hospital Specialty Co., leading distributors of sanitary napkin vending machines for almost thirty years, will be ready for distribution about May 1.

The entry of The Hospital Specialty Co., into this field marks the first time internally worn sanitary protection has been available in women's rest rooms on a nation-wide scale.

Dispensing twenty-five individually sealed cylindrical tubes, each containing one Regular Tampax and instructions for use, The Tampax Vendor is a streamlined, sparkling white machine 25" high, 6½" wide and 4½" deep. All metal, the dispenser is finished in baked white enamel with chrome trim on lock and handle. Features of The Tampax Vendor include locked compartment for coins, separate keys for outside and inside locked compartments and guaranteed coin return if machine is empty.

New! Silver-King Hot Nut Vendor

With the guaranteed heating unit

Bigger profits from locations are a natural with the all-new Silver-King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jewelled top. Vendor only, $29.95 Cup dispenser extra.

See Your Dealer

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

BUSINESS OPPORTUNITY

MINIT-POP

TRADE MARK

AUTOMATIC COIN-OPERATED POPPER

Fresh Popcorn the Minute it's Popped

★ Delicious corn popped fresh at the drop of a dime.

★ Looks clean . . . is clean . . . stays clean. Meets all sanitary regulations.

★ Aroma appeal, too — if you wish. De-odorizer optional.

★ Slightly more than a minute brings a bagful.

★ Constant temperature. Always ready to operate.

★ Location tested for trouble-free performance. Approved by Underwriters' Lab.

★ Easy to service — extra interchangeable parts available.

★ Built by Viking — pioneers in building automatic vending machines.

★ A swell show! People can't resist!

★ Smart eye appeal — choice of royal blue or maroon. Fluorescent lighting.

Presently Available in the East Only Through These Distributors:

AMERICAN DISTRIBUTING CO.
810 West Ave., Miami Beach, Florida
Florida, Georgia

PARKER PRODUCTS CO.
P. O. Box 1211, Knoxville, Tennessee
Alabama, Arkansas, Louisiana, Tennessee, Mississippi

SEABOARD NEW YORK CORP.
540 West 58th St., N. Y. C.
New York, Connecticut, Maine, Massachusetts, Rhode Island, New Hampshire, Vermont

SILENT SALES SYSTEM
635 D St., N. W., Washington, D. C.
Virginia, Maryland, Eastern West Virginia

TRI-STATE DISTRIBUTING CO.
248 Charlotte St., Ashville, North Carolina
North Carolina, South Carolina

Y & Y POPCORN SUPPLY CO.
1226 Vine St., Philadelphia, Pennsylvania
Delaware, Eastern Pennsylvania, Southern New Jersey

It's your opportunity to tie in with the fast-growing trend to automatic merchandising. Unique MINIT-POP can move in alongside machines anywhere — *has no competition!* Nothing like it for profits, either. Popcorn is known to be the largest profitmaker in the merchandise vending field! With as little as $25 gross sale a week, MINIT-POP will pay for itself in less than a year!

THE VIKING TOOL & MACHINE CORP.
2 MAIN ST., BELLEVILLE 9, N. J.
MANUFACTURERS OF AUTOMATIC COIN-OPERATED VENDING MACHINES SINCE 1932

'POP' CORN'S
AUTOMATIC
VENDING MACHINES

Yes, it's really hot. It's today's way of automatically vending popcorn profitably. 'POP' Corn's Automatic Vending Machine with its clean modern lines and plexiglass display dome stimulates the urge to *buy* and this means *profits*. For 17" of floor space, you can't beat it!

'POP' CORN SEZ, "It's the slickest way of serving your customers crisp, fresh, better tasting popcorn and it's a *hot money maker.*" Get a letter off today for complete details.

WRITE FOR YOUR NEAREST DISTRIBUTOR

T. & C. Co.
BOX 5998
Dallas, Texas

Coffee Bar Shipments Start July 15th

CHICAGO—"Coffee Bar" is a new registered trademark to add to the growing list of trademarks used by firms in the vending machine industry (1947 Source Book, p. 86). Bert Mills Corp. will use the new trademark for their hot coffee vendor, announced earlier in the year to the trade. A model was also on display at the 1947 convention and gained newspaper publicity at the time.

Production on the coffee dispenser is scheduled to begin about July 15 and the first machines will be shipped to distributors for demonstration. The distributor organization as announced in June included the following firms and assigned territories:

Parker Products Co., Knoxville, Tenn. Territory: Alabama, Arkansas, Louisiana, Mississippi, Tennessee.

Vendors Distributors, Inc., Miami, Florida. Territory: Florida, Georgia, Kentucky, South Carolina.

Cup Machine Service Corp., Wilmington, Del. Territory: Delaware and Maryland.

The Sambert Co., Oakland, Calif. Territory: Northern California.

Coast Enterprises, Los Angeles, Calif. Territory: Southern California.

Silent Sales System, Washington, D. C. Territory: Virginia, North Carolina, West Virginia (southern half), Washington, D. C.

Keystone Panoram Co., Philadelphia, Pa. Territory: Eastern half of Pennsylvania and southern half of New Jersey.

Automatic Products Co., Pittsburgh, Pa. Territory: Western half of Pennsylvania and northern half of West Virginia.

Markepp Sales Co., Cleveland, Ohio. Territory: The state of Ohio.

McClure Distributing Co., St. Louis, Mo. Territory: Missouri, Kansas and Oklahoma.

Bill Doyle & Co., Grand Rapids, Mich. Territory: Western half of Michigan and northern half of Indiana.

Stewart Novelty Co., Salt Lake City, Utah. Territory: Colorado, Utah, Wyoming, Idaho, Nevada and Montana.

M. Fields, Toronto, Canada. Territory: Dominion of Canada.

Officials of the firm say some important improvements have been made in the dispenser since it was first shown to the trade at the 1947 annual convention last February. Most of these improvements have been made to be doubly sure of complying with all health and sanitary codes. The manufacturer says the basic principle of using a dehydrated cream and sugar mixture, and sugar already mixed with coffee, offers a safeguard that is highly important to the operator.

Coffee processors have cooperated in preparing superior blends with sugar and cream. The machine is loaded with coffee and also the mixtures in powdered form and hot water is introduced to make the cup of coffee when the customer deposits his coin.

The improved model will offer the customer a choice of four types of coffee: black coffee, black coffee with sugar, coffee with cream, or coffee with cream and sugar. The dispenser has a capacity of 500 cups and it is said to have a speed of five seconds in delivering the drink to the customer.

Manufacturer says the dispenser is being considered for use in chain drug stores and bus stations that have lunch counters. Managers of the eating places say the customer who occupies space at the counter for a cup of coffee only is an expensive customer because he requires considerable time to be waited on. The self-service dispensers offer an idea for taking care of the customer at much less expense.

The maker also says the machines are ideal for the operator who has a route of other machines located in plants, bus stations, office buildings and so on. Or the dispenser can be very successful for an operator who wants a specialized route.

Machines list at $720 and a good location should bring 100 sales per day for each machine. The average cost to operator per cup of coffee is nearly two and one-half cents, including the paper cup. An operator should be able to service 30 machines per day, according to the makers.

Lion Cup Drink Vendor

CHICAGO—A new cup type soft drink vendor, dispensing 1,200 cold-carbonated drinks in 9-ounce cups, has been announced by Lion Mfg. Corp.

The vendor, first shown at the Coin Machine Show last February, incorporates mechanical and electrical improvements for easier servicing, and features the Lion Carbonator which will carbonate sufficient water for 5,000 9-ounce drinks with 20 pounds of carbon dioxide gas.

In announcing the machine, company officials stated that it is equipped with a mechanical counter and with a coin mechanism which can be quickly replaced with a changer to accept nickels, dimes and quarters. The machine also will enable operators to vary the size of the cups, if desired.

Vendor operates on 110 volts, 60 cycle. The cabinet is built of stainless steel.

"Postmaster" Rings 3 Times

CHICAGO—The *Postmaster*, Daval's new triple-unit, roll-type postage stamp machine, will soon be in mass production, according to General Sales Manager Ben Lutske.

"This patented, trouble-free machine is years ahead of any other machine on the market today," Lutske added. "It incorporates many new features including adjustment as to the number of stamps vended for each coin, and involves no expense, loss of time or fuss with folders."

SELECTED—CALIFORNIA ALMONDS

The small tiny size—Roasted and Salted especially for Vending Machines. PACKED in 5 lb. wax lined cartons for easy handling - 6 - 5 lb. cartons to a shipping case.
Write for samples and prices today! Please tell us your approximate requirements and whether you are a distributor or an operator.

THE HARRY P. RITCHIE CO.
333 E. 2nd ST. LOS ANGELES 12, CALIF.

Cooperation — Working Jointly Together

By George F. Eby
Manager, Vending Machine Department,
Ferrara Candy Co., Chicago.

The pendulum of the clock swings both ways and that is what makes it tick. The same cooperation between manufacturer, operator and location is what makes the merchandise vending business tick.

In these past few years there has been too little cooperation on the part of all. It seems that everyone was trying to see how much more he could make at the other fellow's expense. The manufacturer was trying to make every cent of profit he could possibly squeeze out of the operator, and so on down the line to the location—who was just as greedy as the rest, trying to squeeze the operator. We do not mean to imply that the operator has sprouted wings and become an angel, as he also has his shortcomings as well as the rest.

Let's all get back to earth. The war is over and it looks as though there will be plenty of candy for all operators. Now, let's get to the real meaning of the word COOPERATION. The dictionary says—"The act of working jointly together." If the merchandise vending business is going to make the progress it can and should make there must be that, "ACT OF WORKING JOINTLY TOGETHER." This must start with the manufacturer of machines and merchandise, then go to the distributor and on to the operator and location owner.

The entire industry must find a common goal and the entire industry must strive for that goal above everything else. It is not so hard to work together if we get the right start. Of course, there will be those few who will try to take advantage of the other fellow but they are so far in the minority that we should ignore them and they, too, will see the light and at least make an effort to cooperate.

Right now, there are many location owners who have in the past asked the operator to remove his machine due to any number of reasons. One of which was the lack of merchandise and the machine was always empty. These locations should be covered now with new and better equipment just as soon as it is possible. If the old operator does not do this at once, some new operator who is up and coming, will take many of these choice locations. We do not believe any operator can afford to pass any of the better locations and we also do not believe these choice locations can afford to be without good equipment properly serviced.

The manufacturer of both machines and merchandise must improve his product now. He cannot wait until he can get all of the raw materials he should use at a reduced price before making his product better. That is a job that must be done now. It cannot wait. The war has taught us to do the tough jobs better than ever before and we must now put these teachings to work for a bigger and better vending machine business. We all must be real merchandisers and offer every service we can.

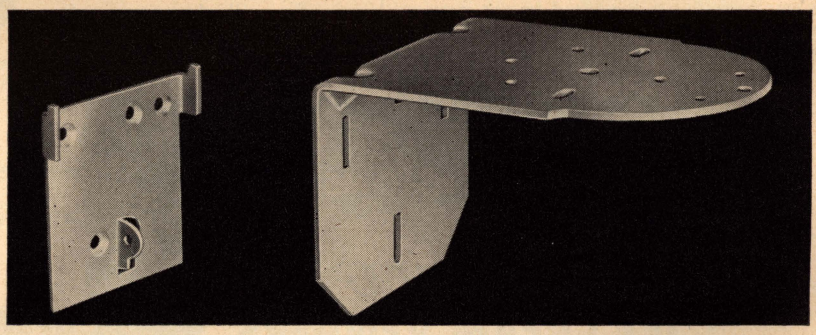
The next six months will be the most critical in the vending industry. It will be a time when the industry must compete with all other methods of selling and the industry must win or forever hold its peace. We can not afford to relax for one moment, or to give other selling methods a chance to put us out of business. Now is the time for us to act.

The store which has always had a display of penny candies has in most cases replaced them with a five-cent bar case and we now have a golden opportunity to place bulk vendors in such locations which will prove to be very profitable. The store owner has become rather lax with regard to the penny sale and has an open mind where the penny bulk vendor or gum vendor is concerned. Strike now before he decides to put his penny counter back in working order. Put several machines in such locations and offer a variety of goods. You have no time to lose, as he may decide to do this during the summer months and if you do not act, you will lose out on a golden opportunity, right in your hand this very minute.

We have some fears about the ball gum business, due to the conditions which exist today. There is little excuse for some of the practices which are now going on in this field. Unless this condition is cleared up at once, it will mean the ruin of the ball gum business for a long time to come. It is amazing that the manufacturer and distributor are so short-sighted that they can not see the errors of their ways, as so many others see them. Raw material costs do not

NOW TAKING ORDERS
With Deposits for the
SENSATIONAL
Mills Hot Coffee Vendor
THE GREATEST MONEY-MAKER IN VENDING HISTORY
COAST ENTERPRISES
3709 West Pico Blvd.
Phone RO 9129 Los Angeles 6, Cal.
SO. CALIF. DISTRIBUTORS

Wall Brackets For Bulk Vendors
FITS PRACTICALLY EVERY BULK VENDING MACHINE MADE



Part B Part A

Check These Features

INDESTRUCTIBLE
Stamped from heavy gauge cold-rolled steel—cannot crack or break like castings.

DIE MADE
Every one is identical and precision-made.

FLEXIBLE USE
Part A may be used alone as a one piece bracket or in conjunction with Part B as a two piece bracket.

SAVES A STAND

LOW PRICE

Part A	$ .85
Part B	.25
Both	$1.10

(Each part may be purchased separately)

IMMEDIATE DELIVERY

JOBBERS: Write for Special Quantity Prices

MFD. BY

ADAMS-FAIRFAX CORPORATION
5721 W. Jefferson Blvd. Dept. B Los Angeles 16, Calif.

warrant these errors. Some one had better start something soon or find another way out before it is too late. Ill feeling in any branch of the merchandise vending field is bound to reflect on all other branches to some extent. We must cooperate.

The bulk candy, as well as the bar candy industry, found out sooner than they anticipated that there is no place in the industry for excessive prices and are now back in line with raw material costs. As raw material costs come down, candy prices are bound to be reduced. The vending industry should make this a rule and have that rule cover every branch of the industry.

Lest we forget the point we are trying to make, we again repeat, CO-OPERATION —"THE ACT OF WORKING JOINTLY TOGETHER." Let's all follow this definition to the letter.

Saturday Evening Post Ad Highlights Coin Washers

PHILADELPHIA—Full page advertising in the *Saturday Evening Post*, May 31 issue, informed American housewives there are over 1,000 individually owned self-service, automatic laundry stores in 44 states, bearing the trade-marked name, *Launderette*.

While they are individually owned, the stores are pledged to observe the standards of service and sanitation of the Telecoin Self-Service System, the advertising message says. Design of the store front shows an attractive neon sign and also artistic lettering. Fact that Bendix automatic washers are used is made prominent.

The Launderette message is aimed at housewives who "live on a budget and watch every penny." That the machines are coin-operated is suggested by the statement, "a few coins in the meter and your week's wash is done."

"One-A-Day" Vitamin Vendor Perfected

SEATTLE — Ven-Dures, Inc., has designed a vitamin vendor which dispenses one tablet of Miles Laboratories' famous *One-A-Day* brand for five cents.

Two thousand machines will shortly undergo extensive six months' tests in four cities.

The machine measures 5½ inches high, 4 wide and 4 deep. Restaurant counters (it fits napkin holders), hotels, offices, transportation depots, and industrial plants are considered ideal locations.

Capacity is 200 capsules, which are all visible because of a transparent blue plastic covering. The coin box holds $10, which is adequate for one full load.

Stanley Palmer, vice-president and general manager of Ven-Dures, states that operation will be on a franchise basis, with distributors throughout the country leasing the machines and purchasing the vitamins through the parent company.

To comply with federal pure food and drug laws, a decal, affixed to the machine, lists the contents of each capsule.

Standard's Close-Out Sale

OAKLAND—To narrow down its stock of current equipment—both used and new —and thereby facilitate moving into new headquarters, Standard Specialty Co. is offering operators a bargain close-out sale.

"Because the prices we are quoting are so low," Bert Fraga, Standard's owner, stated, "we anticipate quick sale of the items offered, and therefore request all operators to give both first and second choice. We will ship first preference if items are still in stock. All orders will be filled in rotation."

Glassgold Joins Stoner As Sales Manager

AURORA, Ill.—Burnhart (Bip) Glassgold, one of the pioneers in the automatic merchandising field, has joined Stoner Mfg. Co. as sales manager. C. R. Adelberg, vice-president of Stoner, announced that Glassgold will assume his new duties on July 7, making his headquarters at the Stoner plant here.

Glassgold resigned his post as DuGrenier's vice-president in charge of sales on April 1; previously he was general manager of U-Need-A-Pak.

The veteran vender was instrumental in changing the design of vending machines from their former cumbersome, heavy style to the present streamlined appearance.

Bright Future for Vending Predicted

WASHINGTON—Automatic vending machines received a valuable "in" during the war which permitted them to gain access to new types of locations such as plants, mills and foundries. This has resulted in increased acceptance of vendors and created new interest on the part of merchandise manufacturers.

A recent issue of *Domestic Commerce*, monthly publication of the U. S. Department of Commerce, pointed out that a bright future for vending is assured because of versatility of machines now being built, the desire of merchandisers to increase their sales volume through extra outlets, and the operator's realization of the need to apply sound market-research technique in choosing locations.

"With the employment of non-agricultural workers at an all-time high in this country, the demand for vending machines for plant locations will remain firm," the Department predicts.

At a recent hearing before the Federal Trade Commission, an interesting set of figures was revealed with regard to one company's operations. This firm, through 140 candy bars, five million pounds of nuts, and 1,850,000 boxes (100 sticks in each box) of chewing gum annually.
machines in 31 states, sells 200 million

Stoner Factory Humming, Says Northwest Distrib

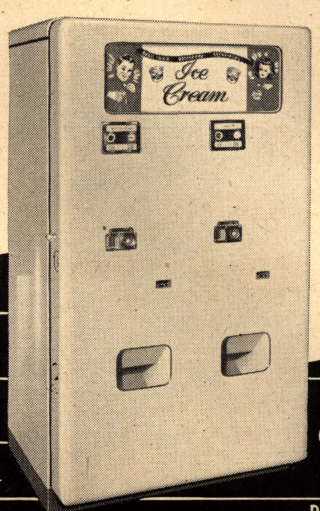
PORTLAND, Ore.—"Things are humming at the Stoner factory with facilities for manufacture of *Univendors* having been expanded," reports W. E. Earl of Don H. Burcham Co., upon returning from Aurora, Ill.

Earl and his associates, Don H. Burcham, and R. M. Loughrey, made the trip together. The firm handles Stoner sales in the Pacific Northwest.

get EXTRA PROFITS from PRESENT LOCATIONS with . . .

Revco
ICE CREAM VENDERS

Add another profit-making vender in your present locations. Two Revco Ice Cream Vender models fit any location. The Duo-Mat, shown here, holds 226 cups and gives the buyer a choice of two flavors. The Uno-Mat, a single flavor dispenser, holds 121 cups. Revco Ice Cream Venders are easy to service, easy to keep clean, require little maintenance. Write for details of the Revco Way to greater profits from your present location today.

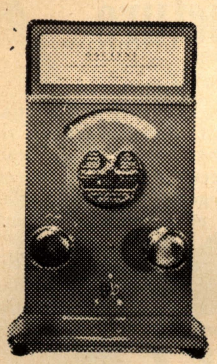


Revco INC.
DEERFIELD • MICHIGAN

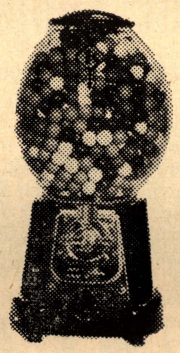
Leon "Hi-Ho" Silver says...

"YOU, TOO, CAN MAKE A FORTUNE IN VENDING MACHINES!"

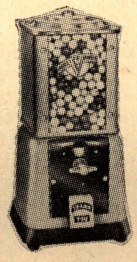
"Here are the very machines that put me in the blue chips practically overnight! . . . AND on the operating end, too. I got my share of the 4,380,000 pennies and nickels that are spent each day in the United States in vending machines. There's plenty left for you . . . GET ON THE GRAVY TRAIN. NOW!"



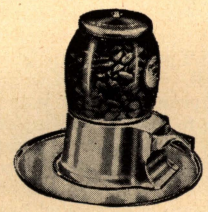
Electrifying Cash Returns from ADVANCE 1c ELECTRIC MACHINE.



Huge Profits from ADVANCE 1c BALL GUM MACHINE.



Victor's Model "V" 1c and 5c VENDORS. Deluxe cabinet type built of steel with transparent plastic front. Strong, durable, adjustable. Also in 1c model globe type.



"Little Gold Mine" Adams-Fairfax Vending Machines.
5c CASH TRAY Almond Vendor.

Bubble Ball Gum $14.50 cs.

$13.50 in Case Lots of Five or More
Big Orders We'll Talk Turkey on Price

Boston Baked Beans 26c lb.

Premium quality including Rainbow Mix. Packed in 40-pound containers. ALSO Adams-Fairfax nuts (packed in 5-lb. caddies), Famous Teeny Almonds, Blanch Peanuts, Spanish Peanuts, California Mixed Nuts, Hand Grips, ABT Challengers and stands, Postage Stamp Machines; 2-piece bracket for use on almost all machines, $1.10.

One-third Cash With Order
Balance C.O.D.

SLOTTED COIN COUNTERS
Penny-Nickel combination.
$1.05 prepaid.

Handy, convenient way to spot your charms for greatest display. 75c prepaid. ($1.00 prepaid east of Rocky Mountains.) National Distributor.
JOBBERS WANTED—SWELL OPPORTUNITY

Purchase On Pin Money Terms

"Coin Machine Acceptance Corporation"—6% simple interest; no brokerage or carrying charge.

CHARMS

LEON "HI-HO" SILVER, INC.

760 HAYES STREET Phone MArket 1073 SAN FRANCISCO, CALIF.

Candy Makers Using More Peanut Butter

WASHINGTON—Official reports on what happens to the peanut supply, now complete for four months of the year, show that practically half of the edible peanut supply used in April went to making peanut butter. But vending operators cannot complain too much because the candy trade took 12 per cent of the peanut butter.

The candy trade also took 21.6 per cent of the total supply of raw shelled peanuts during April. The salted peanut market took 27.8 per cent of the shelled raw supply in April.

The peanut market year runs from September to August and for the last complete market year ending August 31, 1946, the candy trade got 20 per cent of the raw supply of shelled peanuts; 25.8 per cent of the supply of shelled peanuts were used for salting.

Reports this year show that the candy trade is increasing its use of peanut butter steadily by the month. The use of shelled peanuts by the candy trade decreased slightly each month from February through April. During these three months the percentage of shelled peanuts used for salting has increased slightly each month.

Reports issued late in May say the visible supply of peanuts is low and the production of shelled peanuts also is low for the season. Total visible supply of peanuts on April 30 was 141 million pounds below holdings a year earlier.

Reports from the Chicago spot peanut market have shown increased buying activity and prices remain high. Buyers expect higher prices on the new crop this fall since the government will support prices at 90 per cent of the July 15 parity. Reports on new peanut crop prospects during May were favorable.

Cocoa Beans Only Dark Spot in Candy Ingredient Supply Picture

by **WALTER W. HURD**

CHICAGO—Candy manufacturers called on experts to report on the ingredient and supply situation during the 64th annual convention of the National Confectioners Association, meeting here. One complete afternoon program was given over to hearing the reports, but time only permitted to hear about sugar, chocolate, fats and oils and packaging materials.

At least 37 firms were showing one or more materials on the exhibit floor and representatives of these supply firms also furnished many details about current supplies.

With manufacturers firmly convinced that competition in selling candy will become keen before another year, the ingredients that go into candy become of double importance.

Price of materials has had much to do with the price of candy and continues to be a big factor. But experience in advertising candy has shown also that acquainting consumers with the merits of the ingredients in candy is one of the best ways to boost consumption.

The NCA launched its publicity and advertising program for the industry to acquaint the public with the general line of materials that candy makers use. The program has proved so helpful that manufacturers are certain to ballyhoo the ingredients in individual candy bars and pieces when competitive selling gets into full swing.

Sugar was first on the list of materials and E. O. Blomquist, vice-president of the candy manufacturing firm of E. J. Brach & Sons, gave a digest of the most recent reports on world sugar supplies. The total supply is still not enough to meet world needs, he said, but the United States is getting more this year than had been anticipated. He said sugar decontrol might happen any time and expressed his belief that decontrol would bring little, if any, increase in sugar prices.

While the convention was in session, New

Announcement

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FOR JULY 1947

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The new UNIVENDOR vends merchandise ranging in price from 5c to 20c—adjusts easily for the items most popular in each location.

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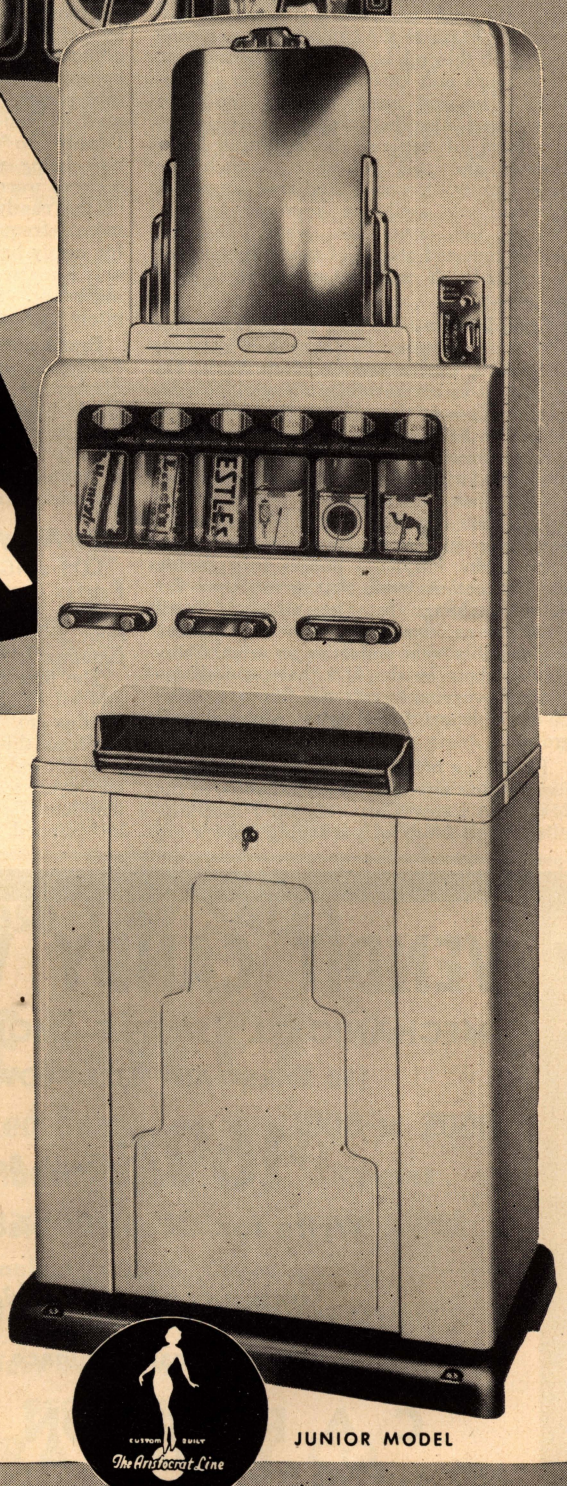

JUNIOR MODEL

CUSTOM BUILT
The Aristocrat Line

Stoner Mfg. Corp. Aurora, Illinois

York financial papers were reporting that commercial users of sugar were buying more now because of the fear that a maritime strike might occur in June. Previous reports had said that commercial users were not buying their full quotas.

Exhibits on the floor indicated the importance of corn syrup and other corn products to the candy trade. During the big sugar shortage, operators of candy vendors heard a lot about corn syrup because various substitutes for sugar were being used by manufacturers.

Charles E. Lund, chief of the foodstuffs division of the U. S. Department of Commerce, reported on the fats and oils situation. He said cocoanut oil was probably most important to the candy trade and said supply of this oil is improving because of more copra and cocoanut from the Philippines. He said candy makers could be encouraged also because in many trades one form of fat can be substituted for another and this helped to stretch the short supply. He suggested that supply of fats and oils would be improved by fall. During the convention week, financial papers reported arrival of new shipments of copra on the West Coast and another drop in price.

Chocolate outlook and cocoa bean supplies were discussed by John M. Whittaker, of Lamont, Corliss and Co., New York. He is said to be an authority on world chocolate supplies at the present time. He said he had to bring the most gloomy report on candy materials because supplies of most other materials seemed to be improving. The outlook for chocolate has only one bright spot and that is the bumper cocoa bean crop in Brazil. But prices will continue high. Financial papers said during the convention week that great need for dollar exchange by England and Brazil might mean increased shipments of cocoa and possibly some reduction in price. Chocolate makers in the U.S. have a well organized program to increase the production of cocoa beans in all areas where it will grow.

Packaging materials are important to the candy trade also and Owen E. Lyons, of the Marathon Paper Corp., reported that supplies of all kinds of packaging papers are slowly improving. The situation should be much better by fall, he said. Total production of paper was equal to demand during January and February but that did not mean that supplies of special papers were equal to demand. Cellophane is still short and new machinery must be installed to increase output. Glassine seems to be about equal to demand and laminated papers are being produced in increasing quantity. Paperboard for boxes is also being increased in supply. Aluminum foil is being used more widely and supply seems to be ample now.

These were the scheduled reports on the program. Many other suggestions on the ingredient supply situation could be gained by a study of exhibits on display. Soy bean products are becoming much more important in the candy trade and one report said roasted soy beans are already being used in candy bars in place of peanuts. Because so much of the peanut crop is now being used for oil, growers do not seem to worry that soy beans may get part of the candy market. High price of peanuts is frequently mentioned as a problem for candy bar makers. Soy beans offer not only a roasted nut but meal and oil are also important. Soy bean products will definitely compete with corn products.

Brazil nuts are staging a comeback and California growers of almonds had a big display to boost the use of almonds in candy bars. Most of the 77 products used by candy makers were represented on the exhibit floor and most of them are offered in ample supply. Price trends on most materials are still high.

Ship Ahoy at Adams-Fairfax

LOS ANGELES—Employees of Adams-Fairfax Corp. lazied on the sun-filled deck, partook of refreshments, and even caught some fish at the company's San Pedro-to-Catalina Island fishing outing on June 22.

The firm chartered the boat for the day and all hands had an enjoyable time. According to Bernie Shapiro, president of the firm, this was the first fishing vessel to install *Cash-Tray* almond vendors. "Plant employees couldn't stay away from those delicious *Teeny* almonds even for a day," he quipped.

Stoner's New "Univendor" Is Highly Selective

AURORA, Ill.—The unique selectivity of the new *Univendor* candy machine is one of the features being admired by C. R. Adelberg, vice-president and director of sales of Stoner Mfg. Corp., who is pictured above.

This feature allows each of the columns to be set independently, permitting merchandise to be vended at 5c, 10c, 15c or 20c. The columns can be adjusted for items most popular at each location.

The new *Univendor* has been completely redesigned and incorporates many mechanical improvements. It comes in four models: six-column *Junior*, eight-column *Standard*, eight-column *Theatre*, and the *Twin Theatre*.

Servicing has been simplified to a point where a flick of the fingers sets shelves for reloading. A sanitary lift cover fits over the delivery tray, thereby keeping the tray clean at all times.

Curtiss Candy in Huge Texas Expansion

CHICAGO—Curtiss Candy Co., makers of *Baby Ruth, Butterfinger, Jolly Jack*, and other candy bars for vending machines, has completed negotiations for a $2,250,000 candy and food products factory in Dallas, Texas, which will be in production by the spring of 1948.

Curtiss Candy will merge four small plants it now operates in Dallas, as well as some of the other small Texas plants into the new structure.

"Delicious" Decals

CHICAGO—In order to make millions of Americans more candy conscious, NCA's stickers—"Candy is delicious food—enjoy some every day"—is being made available to vending operators by NAMA.

The decals may be attached to either glass or opaque surfaces. Cost is $8 per 100, with single copies costing 10 cents.

Exclusively for Vendors

ST LOUIS— *Rare Treat*, a new five-cent chocolate and peanut bar, is being manufactured by the Candy Bros. Division of Universal Match Corp. exclusively for vending machines.

Rare Treat is patterned after Schutter's *Bit-O-Honey* and wholesales at 24 for 64 cents, which enables the vending operator to realize a good profit.

VENDIT CANDY VENDOR

MECHANICALLY SIMPLE—MORE CAPACITY

150 BARS—ANY SIZE—LOW COST

$169.50 with Base

Write for Quantity Discounts

Immediate Delivery

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Meet lovely Elaine Howard who sings the famous BIT-O-HONEY song on Schutter Candy Company's ABC network program, David Harding, Counterspy, every Sunday afternoon at 5:30 p.m. EDST. Counterspy is one of the highest ranking programs on the ABC net. Both BIT-O-HONEY and OLD NICK candy bars are advertised on this exciting, fascinating Schutter program, which is heard over the entire ABC network of 196 stations. Listen to David Harding, Counterspy, next Sunday afternoon and you will understand why every week sees new thousands asking for these great favorites: OLD NICK and BIT-O-HONEY candy bars.

Improvements in Candy Making Machinery Assure Plenty of Bars in Near Future

by WALTER W. HURD

CHICAGO—Automatic machinery was in the spotlight at the recent 64th annual convention of the National Confectioners Association. The exhibit was the 21st held in conjunction with the NCA national meeting. Top executives and production men from the candy factories all over the country were in attendance to see what is new in the way of equipment.

If candy vendor operators attended the convention, they would be doubly assured that plenty of candy bars will be made in the future.

The convention represented all types of candy but no displays of candy were made. It was a convention devoted to production and general sales problems. Since the war candy manufacturers had complained that new equipment was not available. At the convention several makers of production machinery were promising delivery in 60 to 90 days. Announcement of purchase of new machinery by candy manufacturers made spot news during the five days.

About 88 firms had displays and at least 28 of them had machinery on display, either production or packaging machinery. Some idea of the importance of candy making materials may be gained by the fact that about 37 of the firms were showing one or more materials used in making candy. As many as 17 firms had materials or machinery for packaging.

Some of the packaging firms had attractive displays of the many brands of candy bars using their wrapping material. Many a candy operator would have gloried in telling these firms how best to wrap candy bars for selling through machines.

Operators of vendors can be assured that new packaging machinery and new materials promise interesting improvements in candy bar wraps during the next year or so. Color and sales appeal in printing on wraps is an important factor.

Packaging machinery for heat sealing of cellophane were conspicuous and will become more interesting to the vending trade from now on. If nothing else, the heat sealed packages of popcorn and popcorn confections may promise more competition for the candy trade. A prominent leader in the popcorn trade announced in Chicago during the convention that popcorn is booming in sales and selling against candy bars more than ever, chiefly because candy bars are now six to eight cents, he said.

One of the most novel types of new automatic machines was an electronic device for detecting metal in candy and removing the particular bar or piece from the stock. It meant another step in assuring quality and safety in the candy bars sold through vendors.

The displays were a virtual education in the big variety of materials used in the making of candy—and also about what is being done to give the candy makers the very finest in materials. The operator sees something of it when he reads the list of contents which the government requires to be printed on each candy bar wrapper. This listing of ingredients in candy bars has been a big sales appeal to candy eaters because they can see how really important candy is as a food.

The materials situation has played an important part in price increases on candy bars and vending operators are most familiar with this side of the picture. Philip P. Gott, president of the NCA, in speaking tours this year, has mentioned 77 different materials and products that are used in making candy, and has stated that most of the entire list has shown big price increases.

One afternoon program was devoted to the ingredient and supply situation and chief among the ingredients to be considered was sugar, fats and oils, chocolate (cocoa beans) and paper boxes and wrapping materials. The reports on the various materials and probable price trends are so important that they are treated in a separate article in this issue.

With new and speedy equipment for making candy now becoming available, manufacturers began to realize more than

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ever that a buyer's market is here. The NCA organization has taken front rank among trade associations in the country in helping its members to sell goods. Its marketing information and services have extended to the retail outlets and the organization is well aware of the vending machine in helping to sell candy. Trade leaders have been warning the industry for some time that selling pressure would soon develop and competitive evils would again arise. The outlook for big production increases in candy bars and all other types of candy appeared more certain than ever as manufacturers checked over the equipment field.

"Let's Sell Candy" was made the slogan of one entire program and the industry is gearing its organized forces to put forth greater selling effort. The NCA is enlarging its program to educate jobber's salesmen and also help all retail outlets to sell more candy. No public mention was made of vending machines but leaders in the industry are well aware of the increasing sales through vendors. Candy leaders are also getting set for the eventual keen competition with other products, including popcorn, soft drinks, ice cream and others. It is the certainty of this competition for the consumers' nickels and dimes that inspired a growing sentiment among candy makers to get back to the five-cent price on popular candy bars.

If any particular idea seemed to gain ground during the convention, it was to get back to the nickel candy bar.

Sentiment had been prepared for this idea before the convention opened. The candy trade press seemed almost unanimously to urge the return to former standard prices. Some important candy bar manufacturers, well known to the vending trade, used paid advertising space to shout for the nickel bar. Some leaders said evidence is piling up to show that candy bars, selling at more than five cents, are piling up on retail shelves. Statistical reports were referred to in order to judge trends.

George F. Dudik, of the Foodstuffs Division, U. S. Department of Commerce, was present to give the final official summary on candy production for 1946. Dollar volume for the year reached an all time high of $687,000,000 at the wholesale level. This included all types of candy and not merely bars alone. But the high dollar volume only reflected the high prices, because the physical volume of candy decreased—showing the smallest poundage volume since 1940. According to the official report, heaviest decrease in poundage occurred in output of chocolate covered bars, but the dollar value of such bars showed a 15.5 per cent increase per pound. Output of all types of candy bars showed a decrease in industry totals, listed in the report as an 11.8 per cent decrease in comparison with 1945. The year 1944 is regarded as the top production year because the government took so much candy for the armed services.

For the record the 1946 production report on candy bars, as released by the government, shows the following:

Molded chocolate bars, 249,229,855 lbs., valued at $79,888,267; chocolate covered bars, 557,507,616 lbs., valued at $141,448,526; and all other types of bars, 109,283,971 lbs., valued at $28,356,496.

The report lists "other 5 and 10c specialties," totaling $44,116,220 in value, which may suggest to operators the importance of the five-cent boxed candies and many other small items.

Official reports for candy bar output in March of this year showed that 1946 trends were continuing pretty much—dollar value up and poundage decreasing. Candy bar output for March 1947 amounted to 63,126,000 lbs. valued at $22,323,000.

The NCA has been cooperating with the Department of Commerce in gathering data on candy sales and some of the annual reports have included an estimate of sales to the vending trade. The association contributes funds to gathering the data and also encourages its members to make full reports.

Due to requests from the candy trade, the government report for 1946 included a breakdown by states of total candy sales. The state list will prove of real interest to operators because they can get some idea of what sort of a candy market their state happens to be. Government data shows that Utah leads the nation in amount of candy consumed per capita. Nevada once ranked first but now is second. No reason has been given as to why people in these sparsely settled states are such heavy candy eaters.

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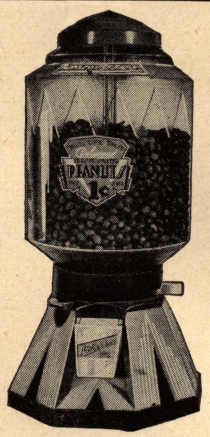

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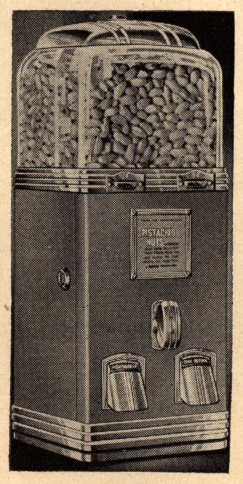

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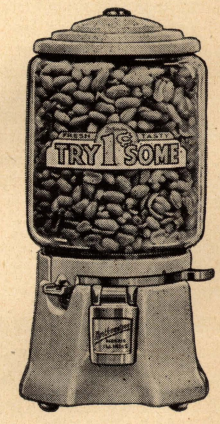

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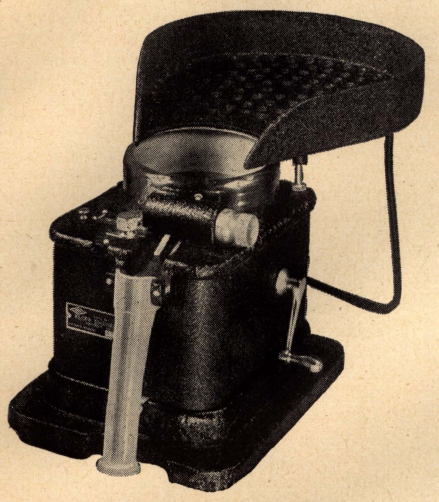

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On the Coast

San Francisco

Standard Expanding Distribution of Stands

OAKLAND—The battle of production at Standard Specialty Co. has been won. So terrific is the demand for the firm's cast-iron stand that production has been continually increased.

"Now that we are turning out 250 per day, we are expanding our points of distribution and are now able to offer bona fide distributors and jobbers a very attractive offer," Bert Fraga, Standard's owner, said. "Ours is the lowest priced cast-iron stand on the market. It will never wear out and is guaranteed to outlast the buyer."

Standard Specialty's stand is 15 inches in diameter at the base, has a one-inch pipe stem, three-inch flange on top, weighs approximately 20 pounds, and is 31 inches high. It is so well balanced that it will easily support three machines.

"This stand is not to be confused with the concrete-filled types which are awkward to handle and mar floors. Ours has no concrete whatsoever," Fraga said.

Money Plus Slot Does Not Equal Candy Vendor

SAN FRANCISCO—A little knowledge is supposed to be dangerous, according to those who know life best — and that's exactly what it proved to be for Mike Carter. The youngster was given a quarter by a deputy U. S. Marshall in Federal Court, and Mike promptly shoved it into the first slot he could find.

The slot happened to be a keyhole of the door leading to the prisoner's cage. Federal Court proceedings were held up while the coin was retrieved.

The story has an unhappy ending. Mike didn't get the candy bar he thought he would get.

The first showing on the Pacific Coast of the Mills *Constellation* phonograph was held here at the Whitcomb Hotel. The host was Mills Sales Co., Ltd., distributor for Mills *Constellation*, and all products of Mills Industries. Mills Sales Co. is also agent for International Mutoscope products, and is Pacific Coast representative for RCA coin-operated radios.

The showing was an all-day affair for San Francisco-East Bay music operators. There was a genial atmosphere and swell refreshments.

Executives from Mills Sales who greeted the guests were: Warren H. Taylor, sales manager; Art Bouterious, vice-president, and Dick Eggleston, assistant sales manager. They were ably assisted by Miss Kay Lulick, Taylor's secretary, and Frank Ferree from the sales department.

Mills Industries, Inc., was represented by Charles W. Schlicht, manager, music division, and Mark Jennison, field service manager. Due to the use of overhead conveyors, and other latest methods, it has been possible to step up production, and quantity shipments of the Mills *Constellations* may be expected within the next 30 to 60 days. Schlicht continued to say that the *Constellation* is "a truly postwar product. The tone equipment was developed by the Operadio Manufacturing Co., St. Charles, Ill., which specialized throughout the war in sound equipment used in major navy vessels. The cabinet is of aero-dynamic design where structural strength is achieved through compound curves."

Hank Maser, owner of H. R. Maser Music Co., 1337 Mission St., is expecting Pat Buckley, president of Buckley Manufacturing Co., to arrive here for a two-week stay. Pat Buckley, accompanied by Hank, will call on industry members for the purpose of appointing distributors.

George Bennett and Fred Neumann took a 2100 mile auto trip through Nevada. The roads were rough but they had a swell time. Activities of these two Associates (from George R. Murdock & Associates) were three-fold: they called on the trade, made the rounds of the clubs with varying fortunes, and did a little trout-fishing for relaxation. During their itinerary they stopped at Reno, Hawthorne, Carson City, Fallon, and several other points.

George Bennett said that they are doing "very nice business" with their line of Rock-Ola phonographs. They have just taken on for distribution Miracle Adhesive, and the Appleco line of speakers and baffles. They are all selling "extra well."

Harry Hutchinson, Salinas music operator, is an air enthusiast. He is very proud and happy these days, having successfully made his first solo flight.

At long last, after months of cramped quarters, and general turmoil and upheaval, remodeling of Jack R. Moore Co.'s building has been completed. Johnny Ruggiero, manager, intends to throw a house-warming party when things are really running

smoothly again, which probably will take another two weeks or so.

Ray Powers, Los Angeles manager of E. T. Mape Distributing Co., was visiting at headquarters here and stated that the company's first mobile unit is rolling now throughout the state, bringing service and supplies right to the doors of operators who are enthusiastic about this individualized service. E. T. Mape Distributing Co. plans to put a fleet of mobile unit trucks into the field. Vance Popelka, formerly service manager of the Mape company, has been promoted to sales and service representative of the first mobile unit.

M. A. Pollard Co., and its many operator customers are impatiently awaiting the new *Evans Races* machines. Herman Pollock, son-in-law of M. A. Pollard, said: "There is much excitement about this new game. Deliveries have been promised within the week."

Speaking eloquently for the popularity of AMI phonographs is the report that Walter A. Huber, Northern California manager of M. S. Wolf Co., distributor of AMI phonographs, had spent one day in Sacramento, and sold practically an entire carload of phonographs which were en route from Chicago. Walter remarked that AMI is giving such unexcelled performance that operators owning them find them outstanding values. Wolf, recently returned from a visit to the factory, brought back the news that production had been very much accelerated and the long-awaited AMI bar boxes will also put in an appearance very soon.

Golden Gate Novelty Co., headed by Al Armos, has been appointed Northern California distributor for *Lightning*, Marvel Manufacturing Co.'s first postwar product. Eddy Armos, Al's young brother, said *Lightning* is "one of the finest kicker games; provides a lot of excitement, and has all the advantages one can expect from a coin-operated game."

Things are humming at Viking Specialty Co., Inc., owned by W. A. Collier and Don McClinton. In addition to its many valuable franchises, such as Northwestern bulk vendors, Watling scales, etc., the firm has been awarded the Northern California franchise for coin counters and wrappers manufactured by Klopp Engineering Co., Detroit. We heard from Bill Collier that currently the firm is promoting two "profit builders,"—Dux brand beans, and Blue Diamond brand almonds at very reasonable prices. Viking is getting deliveries now of Tom Thumb, Jr., scales in addition to the Model 500 Fortune scales.

Viking is also distributor for U-Select-It candy bar vendors. Two very successful operators who find U-Select-It an excellent investment are: Leo Baskin, head of Modern Vendors, and Charles W. Krigbaum, Lodi, Calif.

Bill Collier is very pleased at having efficient Mary Moisson again for his secretary. Prior to buying Viking, Bill had been vice-president of Leo J. Meyberg Co., where Mary was his secretary. For a while Miss Moisson remained with Meyberg but eventually decided to throw in her fortunes with Viking.

A recent visitor at Nobro Novelty Co., was M. C. Williams from Los Angeles, representative of Williams Manufacturing Co. Williams visited the trade in the interest of the new *All Stars* baseball game. Joe Noto, partner in Nobro, said that they still have a big stock of reconditioned games. They just bought a new Dodge truck to speed up deliveries to operators.

Gisela Nay

Seattle

Reports show that business is on the upbeat in this area. Distributors are showing and moving some scintillating new equipment; the usual summer platter recession has not materialized, and operators are ringing the bell in most locations.

Especially in the eastern part of the state things are fluid and moving. Coinmen contacting the trade there credit freer spending to optimism generated by the prospect of good crops coming up in the agricultural sections.

Good news from Spokane was the rescinding of the city ban on club slot machines and pin ball games throughout the city. Reports have it that citizens are very happy now that they have amusement facilities again on tap.

In any event, the Spokane city council solved a civic headache and corrected an injustice created by the abrupt closure of the machines, by lifting the ban. Small business and employment took a lavish pasting during the closure.

Laughs came out of recent operations of the gendarmes in Seattle and Tacoma. Harlan Callahan, for reasons obviously political, spearheaded a punch board "clean-up" drive recently. Callahan is the King county sheriff, and most boards disappeared for a couple of days off counters and bars. However, there was one location that didn't take the edict seriously. Cigarette boards were in evidence on a cigar counter at the peak of the "drive." Where? The Seattle Police Station!

The Cle Elum city council recently issued a license to Wayne Odom for operation of 31 pin ball machines. Odom has

(See SEATTLE, Page 98)

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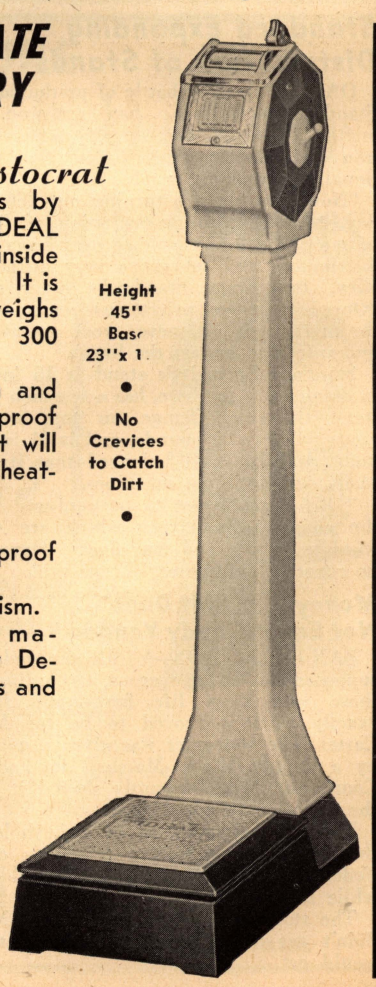
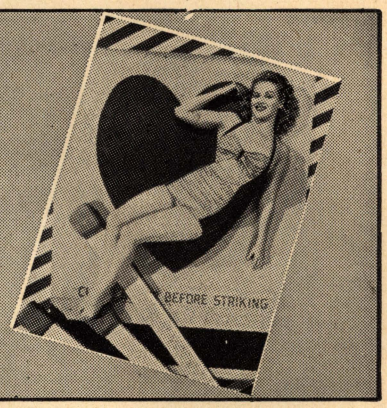


CIGARETTE VENDING



CMA Talks Commissions and Fair Trade

BOSTON—At the first meeting of the Cigarette Merchandisers Assn. since the war, held recently at the Fox and Hounds Club, commission rates and fair trade practices were chief topics for discussion. Walter R. Guild, CMA manager, said the organization would revise its activities, probably revise its by-laws and put on a membership drive.

Matthew Forbes, manager of the CMA of New York City, was present as a speaker and described operations in his city and also explained the budget plan of his group.

George Seedman, representing National Automatic Merchandisers Assn., had been announced as a speaker but could not be present. Future meetings will be held in the coming months and considerable time will be spent on revising the by-laws. Effort will be made to get operators from all parts of the state to attend the next meeting. The manager of the group has spent considerable time in fighting the retail sales tax and also watching developments in proposed coin machine legislation.

Members of the group present at the meeting included the following:

Alfred I. Sharenow, Cigarette Service Co.; Joseph M. Donovan, Donovan Vending Service; Frank Fendell, Fendell Bros.; Charles Murphy, D. Garborino Co.; Peter V. Latour, Latour & Son; S. M. Goran, Metro Automatic Sales Co.; Louis Risman, Mystic Automatic Sales Co.; Harry L. Spierer, Monroe Sales Co.; Barney Krasnow and A. Vale, Stoneham Candy & Tobacco Co.

Guests included Jack Dion and W. H. Stuart, J. D. Sales; Ralph Littlefield; Mr. and Mrs. David Lecht, New England Vending; Nate Fields, Quincy Vending Mach. Co.; P. A. L. Sclasi and J. F. De Roche, S. M. Cigarette Service; Irwin Ball, Standard Cigarette Distr.; Walter and William Strauss, Strauss Vending Machine Co.; A. G. Vergis and John L. Corssino; V & M Automatic Sales Co.

ELECTRIC PENNY INSERTER

TIME SAVED—MONEY EARNED

"Penny Pushing Now A Pleasure"

Cigarette Operators in larger cities throughout the States now term it necessary equipment for their business.

One to three pennies can be easily inserted by one operation; four to six pennies by reversing the pack.

Moderately priced at $79.50, f.o.b. Olean, N. Y., placing it within the reach of all Cigarette Operators. Descriptive folder and information sent on request.

Immediate shipments now being made. Order from your nearest Distributor.

NATIONAL DISTRIBUTOR
American Distributors
1349-51 Fifth Avenue
Pittsburgh, Penn.

California:
The Nickabob Co.
2525 West Pico Blvd.
Los Angeles, Calif.

New Jersey:
Dierick Vending Co.
107 Cedar Ave.
Newark, N. J.

Indiana, Kentucky, Ohio and Michigan:
Star Vending Co.
714 Monroe Ave.
Toledo, Ohio

Manufactured and Distributed by

AUTOMATIC COIN INSERTER CO.

P. O. BOX 372 **OLEAN, N. Y.**

Philly Operators Make Easy Cig Adjustment

PHILADELPHIA—Increasing the state tax on cigarettes to two cents per standard pack, beginning June 1, gave operators of cigarette machines a new price problem. But operators here may have had it easier than in some other cities.

The prevailing machine price has been 19 cents and now most operators simply increased the vendor price to 20 cents and did not have to make any mechanical changes. Retail stores have increased the price from 18 cents to 20 cents and this puts them on the same level. Operators generally view this fact with favor.

William C. Christman, secretary-treasurer of Unit Vending Corp., large cigarette operating firm, said the price change would put all sellers on an even keel and that an increase in business should result. Other operators here seemed to agree.

P. S. to PX From Osborn: More Vendors, Please

SAN FRANCISCO — According to the story book legends, there is a reward for a job well done. Somebody should have told DeLoss Osborn, head of Osborn Distributing Co., that sometimes the reward is subject to delay.

Not that Osborn is disillusioned—it's just that he is a bit frustrated. You see, he discovered that PX was a gem of a cigarette machine and pioneered the vendor in Northern California from its inception. He built up a terrific following from both new and old operators alike and this following was reflected in a huge batch of orders.

The job was well done—but a slight difficulty arose to mar an otherwise beautiful picture. The factory could not deliver machines fast enough to dent the order file.

Today, incoming shipments still lag far behind, Osborn shuffles his orders with fingers that itch for delivery action, and there is a tense, expectant air around the place every time the freight man comes around.

Alligator Brand Pushes Snout Into Cig Field

NEW YORK—The highly competitive popular-priced cigarette field has gained another entrant in Alligator cigarettes. Large-space newspaper ads and extensive radio commercials have been launched here for the original promotion.

Advertising copy is built around the slogan "Alligators are air-washed to eliminate excess tobacco dust."

Match Vending Decals

CHICAGO—To stimulate match sales in cigarette and match vending machines, Diamond Match Co. has printed attractive decals for vendors. They are red, white and blue, and carry this line: "You Always Need Matches."

DE LOSS OSBORN
Northern California Headquarters for All Your Cigarette Vending and Music Requirements

"I GUARANTEE . . .

THAT PX WILL OUTGROSS ANY CIGARETTE VENDING MACHINE ON THE MARKET. WHY? ITS UNIQUE FLUORESCENT LIGHTING AND STREAMLINED CONSTRUCTION ATTRACTS IMMEDIATE ATTENTION. ONE GLANCE REMINDS THE SMOKER OF HIS CIGARETTE NEEDS AND STIMULATES HIS BUYING IMPULSE."

COME IN AND SEE IT TODAY

WE ALSO SUPPLY EVERY NEED OF THE MUSIC OPERATOR

On hand for immediate shipment: Packard Pla-Mor Model 7 Phonographs, Hideaways, the "Out-of-this-world" Speaker, Remote Control Wall and Bar Boxes, the Dahlia, Daisy and Rose Speakers, needles, cable, program strips, and every type of part and supply.

OSBORN DISTRIBUTING CO.

SAN FRANCISCO — 63 PAGE STREET — HEMLOCK 7845 — CALIFORNIA

PX Vendors Going Strong With W. Coast Operators

LOS ANGELES—"Cigarette sales are really climbing with West Coast cigarette operators who have *PX* vendors on location," says Nick Carter, of The Nickabob Co., who has just returned from a sales trip which carried him as far north as San Francisco. "I spoke to a lot of operators who said that since they had purchased *PX*'s their sales have increased 50 per cent. This is without doubt an operator's machine. It has sales appeal, and it works like a charm. *PX* operators are cutting down on their service costs and upping their sales and profits. That's *good* business."

Besides satisfying a lot of cigarette operators with much-needed new machines, the Nickabob Co. has been acquainting the trade with the *Automatic Coin Inserter*, which enables pennies to be stuffed electrically under the cellophane cover of cigarette packs in a fraction of the time required by hand. The package is pressed with a five-ounce touch against the machine and instantly the coins are inserted. Operators say it makes penny pushing a pleasure.

In the music line, says Carter, Packard Pla-Mor phonographs, hideaways and speakers are arriving in good volume at Nickabob Co. and are finding lots of customers.

RTDA Asks Repeal of Match Tax

CHICAGO — Retail Tobacco Dealers of America, in their eleventh annual convention here June 5 to 7 voted resolutions asking for repeal of federal excise tax on matches so that the good custom of giving away free matches could continue. The rate of tax on matches is higher than federal tax on other luxuries, the resolution said.

The convention devoted much time to consideration of fair trade rules and the progress being made in fair trade regulations in the various states. The organization renewed its stand in favor of fair trade laws and took special note of reports that federal agencies were investigating the effects of fair trade laws on the cost of living.

Some speakers made vigorous attacks on the high cost of cigars and urged that the time had come for manufacturers and wholesalers to do their part in giving the cigar smoker lower priced items.

Pittsburgh Ops Absorb 2-Cent Cig Tax Increase

PITTSBURGH—When the state tax on cigarettes was raised to two cents, beginning June 1, cigarette operators had to face the question of price adjustments. The Cigarette Merchandisers Assn., Inc., called a meeting here to discuss the problem and, after much discussion, the decision was to absorb the tax and hold to the established price of 20 cents per standard pack.

The meeting had been called by Joseph McGlenn, president of the association and also head of McGlenn Distributing Co. When operators voted to absorb the tax, an official letter was sent to locations to inform them about the decision. The letter was as follows:

"At a meeting of cigarette machine operators held at Webster Hall Hotel (Pittsburgh) on May 18, the matter of the new additional two-cent tax levied by the state legislature was discussed.

"We, the operators of cigarette machines, realize it is only because you want a 'no-loss-trouble-free' service that we are given the privilege of doing business with you.

"With this thought in mind, we discussed the advisability of increasing the price in machines from 20 cents to 22 cents. While this could be done, retaining the same margin of profit, we also realized that you would be subjected to a lot of annoyance and adverse criticism because most establishments would still be selling cigarettes at 20 cents. It would be necessary, furthermore, to insert 25 cents in your cigarette machine, and even though the buyer would get three cents change, he would feel that he was paying 25 cents a pack.

"We discussed this phase prior to our meeting, with many customers who operate clubs, taverns and restaurants. In the great majority they favored holding the line at the 20-cent price, even though it meant a sacrifice and loss of income to both of us. Therefore, we agreed, as a matter of principle, to adopt a universal 20-cent vending machine price for the state of Pennsylvania."

Cigarette Service Sold

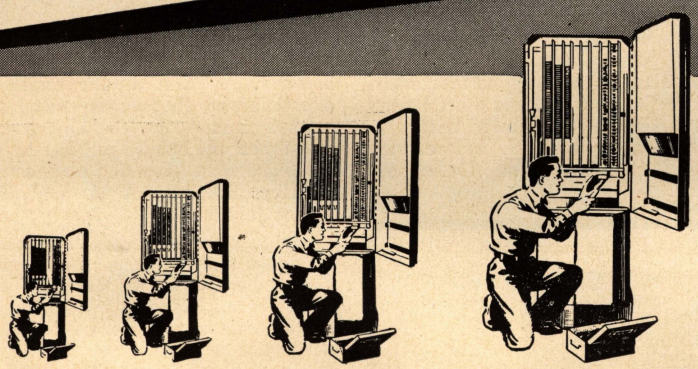
LOS ANGELES — Harmony Cigarette Service, of Los Angeles and Pasadena, has purchased the cigarette vending service of Falcon Cigarette Vendors, Inc., in what is reported to have been one of the largest transactions negotiated recently in this area.

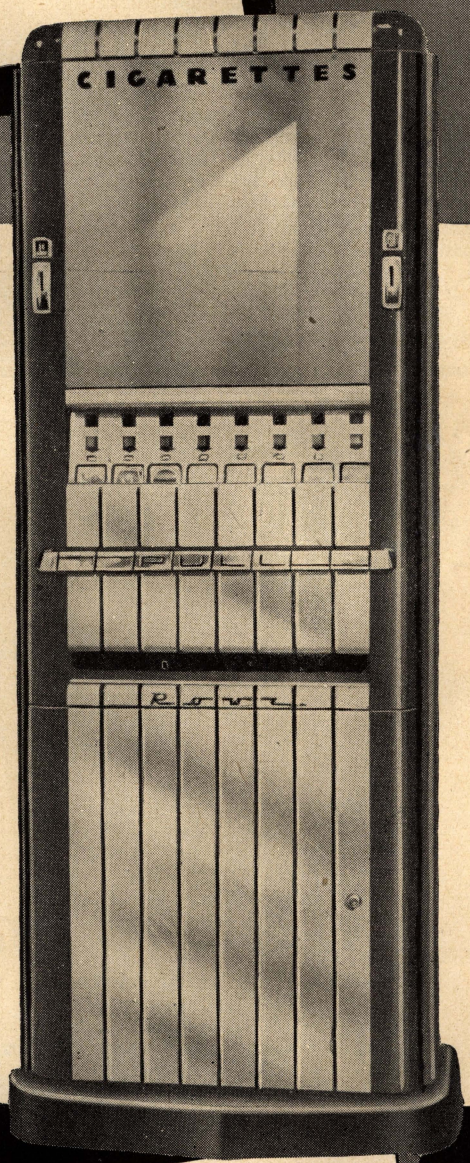
Falcon Cigarette Service formerly was owned by Irvin Part, Cliff Blake, and George Watkins. Harmony Cigarette Service is controlled by Arch C. Riddell, D. J. Davidson, and H. R. Davidson.

Smoke Sales Up 35%

TOLEDO—A recent survey revealed that cigarette sales thus far this year are running 35 per cent ahead of a corresponding period in 1946.

HOW MANY "On Location" REPAIRS DO YOU MAKE?





Watch it! The more service calls you have to make for "on location" repairs the more you lose in time and refunds—in profit. The fewer the calls the greater your profit.

Obviously, it's a question of mechanical perfection and toughness in the cigarette machine.

18 months of operation of thousands of ROWE Crusaders all over the country, in all sorts and conditions of locations, has proven the mechanical perfection and toughness of the Crusader.

Remember, ROWE, too, is an operator and must make profits "on location." ROWE has built the Crusader to make these profits. Better buy ROWE.

The ROWE Crusader comes in maroon, gray, blue or white, and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect.

ROWE MANUFACTURING CO., INC., WHIPPANY, N. J.

Sales Office: 31 East 17th Street, New York 3, N. Y.

World's Largest Manufacturer of Automatic Merchandising Equipment
Member, National Automatic Merchandising Association

SEATTLE

(Continued from Page 94)

purchased the route of T. M. Compton and Adolph Dans.

COIN ROW AD LIB: Covering the Row this week, we were amazed at the variety and quality of the new games and amusement pieces distributors are now offering. To mention a few: the new *Music Mirror* phono cabinet at Chelin Music; the Douglass *Automatic Shoeshiner* at Seattle Coin Machine; the new *Jet Rocket* pin game at Jack Moore's; the new aluminum Mills phono at Northwest Sales, and that fascinating new bowling game, the *Strikes 'N' Spares*, at Western.

Comes now a new company making with the vitamins, VenDures, Inc., a new Seattle firm guided by Stanley Palmer. The firm will soon have a new vending machine placed in restaurant locations which will deliver a pill for a nickel containing a full list of vitamins. The capsules are packed in a cellophane strip, the machine releases one for a nickel.

Henri Auge, of the Didricksen organization, Tacoma, dropped in on Mondshein and Harthorn, Acme Seattle head men, for a visit and to exchange a few tall tales the other day.

Al Crowe, M. S. Wolf head man, says business is okeh, and his outside salesman, Bob Portale, just back from a swing around the eastern part of the state, reports that crops look good in the wheat and fruit country, and business is buzzing.

Out-of-town visitors to the trade this month included the following, who attended the gala unveiling of the new Aireon *Fiesta* model at Western Distributors recently: V. T. Beason, Beason Music, Puyallup; Lloyd Fowler, Tacoma; Stan Kolitzoff, Stanley Amuse., Tacoma. Manuel Luft, Yakima, West Side Distr. Co; George Luchtan, Midstate Radio, Yakima; Wyne Haws, Advance Amuse., Bellingham; Van Booth, Hart Novelty, Mt. Vernon; Mr. and Mrs. Don Waltz, Mercer Island; Bill Harris, Portland; Mike Radonovich, Mike's Amuse., Roslyn, and Budge Wright, Western Distributors, Portland.

Rudy Greenbaum, Clayton Ballard, and Gene Dixon, all visitors, put on a good party for 200 guests at the unveiling of the new Aireon model, assisted ably, of course, by our own George Trambitas, local Aireon head man.

Incidentally, the Western Distr. showroom has been modernized. Now they have more floor space, more office space, more chromium plating, more everything.

Sam Grossman, of Seattle Coin, says he is getting some enthusiastic reports from the field on his new escalator conversion. Operators say it can be installed in about 10 minutes, does away with many a headache in the service department. Partner Earl Everett was still in sunny California at this writing.

George Preece, of Puget Sound Novelty, has returned from a jaunt about the eastern part of the state, the Palouse wheat country being included in his itinerary.

Dorothy Buser, darn it, is leaving Puget Sound for a full-time swing at housewifely duties. We thought for a minute we had some good news coming up, but Dorothy says no, she already has one 8 years old.

Mr. and Mrs. George Murdock, San Francisco, were vacationing here recently, looking over Hood's Canal and other beauty spots from George Schnabel's boat.

Bert Beutler, of Jack R. Moore, says the Bally *Heavy Hitters* and *Rockets* are going good.

Al Sleight, regional salesmanager for Bally, was recently in town spreading the gospel. New in the Moore office is GI Thomas Day, bookkeeper, who was hovering over the books along with Ray Siler, of the Portland office. Both lads are nice boys, and should do all right.

Bill Alsdorf has left Moore for another connection. Sherry Arps, of Moore's, showed me the new Seeburg service panel just installed—the red lights, the buttons, the built-in gadgets.

Ron Pepple was happy over his new Mills phono, and it's no kidding, it's a swell looking piece of merchandise. Charley Schlicht, Mills salesmanager, flew out recently from Chicago for a Seattle confab.

Michael Clary

Portland

Business is still below par in this area. Operators say some spots are holding up good but others are down. That includes both games and music machines. On the whole it is spotty. Along the coast and in the resort areas collections are up as the tourist season is beginning and undoubtedly this year will see the largest influx of tourists on record. As prices of the various commodities drop, an increase in collections will probably be felt. New phonographs will be arriving shortly.

The need that is felt most here is for a good operator's organization. Some progress is being made toward this end, however. As soon as the dissension and dissatisfaction that exists among the operators is ironed out, the objective will be much nearer. Instead of 15 there should be 50 operators attending the meetings! The meetings are held at M. S. Wolf's every Friday night.

The new Aireon *Fiesta* phonograph made its debut recently at Western Distributors. The showing was in Mexican fiesta time atmosphere, including chili peppers, sombreros, cactus and Tecate beer. Mexican designs were painted on the floor and it was truly *Fiesta* time. A large crowd turned out for this event and an enjoyable time was had by all. Budge Wright said that a shipment of the new model had left the factory. Lunch and refreshments were served.

Those in for the *Fiesta* showing included: R. B. Rands, mayor of Boardman, M. J. Richardson of Seaside, George Gebhardt of Astoria, Fred Claus of Hillsboro, Victor David of Silverton and a host of others.

Walt Antrim of Pendleton, we are sorry to report, is going to the hospital for an operation.

Danny Matin and wife announce the glad tidings . . . the long legged bird has been to their house. It's a boy.

Al Brunn has been receiving much kidding about the grocery business. It seems the Coast Amusement Co. came into possession of a grocery store on the east side. They promptly locked the door and turned the stock over to the employees. Result—there was a quantity of soap flakes, soap powders, fruit juices etc. around these parts.

Wendell Buys, junior accountant for Jack R. Moore Co., recently took the matrimonial vows. Have been unable to find out who the girl is.

Interest in the veteran's program is being maintained at a high level. Operators have given a great deal of time and many machines for this purpose. The boys at the Veteran's Hospital are getting a lot of good from these machines.

Victor David, of Silverton, can boast

Don't Let This Happen To Your Machines!

A SEA-COIN escalator conversion will keep 'em IN SERVICE!
No shingling. No jamming. All denominations.
Only $7.85. Satisfaction guaranteed.
Dimes work as smooth as silk!

Fits All Mills Slot Machines

Salesmen: It's hot! Write us.

SEATTLE COIN MACHINE CO.

3225-27 Western Ave. Garfield 8833 Seattle 99, Wash.

of a believe-it-or-not record. Vic has twin sons (Ray and Don) who were both in the AAF during the war. Both were pilots of B-29 bombers, one in the western theater and the other in the eastern theater. Now, they both have music machine routes of their own—Ray at Mill's City and Don at Tillamook.

Dan Huguenin is in San Francisco on business for the Jack R. Moore Co. Mrs. Cusson wishes the days were longer, most people wish the days were shorter. The new Bally *Hi-Boys* are moving fast and the Jack R. Moore Co. is taking orders for them at the present time.

Clayton Ballard attended the Aireon showing at Western Distributors and afterwards went to Seattle for the showing in that city.

Western Distributors have the new bowling game *Strikes 'N' Spares* on display.

Several inquiries have been received by A. M. Moss from other cities about the veterans program. In these letters they want to know how to go about starting the same program in their city and how successful it has been here. Callers at M. S. Wolf Distributing Co. include Harold Rouse of Goldendale, Allen Dibble of Kelso, Ray Richards of Reedsport.

Frank Sandberg, of the Mills Sales Co., unveiled the new Mills *Constellation* at a showing here recently. A record crowd attended and many nice comments on the new *Constellation* were heard. Lunch and refreshments were served which rounded out the showing. Frank informs us that a shipment of *Constellations* is expected soon. Among those attending the showing were: Victor David, Bill Goebel, Vern Rau, John Welch, A. L. Cline, Ed Day, Art Brant, Leo Jones, Asa Goddard, Tommy Siddon, T. J. Dolan, Loren Cain and many others.

At Random — Mrs. Cusson, business woman . . . Clayton Ballard gets around . . . A Portland minister who condones use of coin machines at church activities but outside the church condemns these same machines . . . Nice get together occasions, these phonograph showings . . . Thirty-eight operators and sons of operators of Portland are veterans of the last war . . . *If* there were as much cooperation between operators as there is among distributors . . . Then there is the man who carries a parking ticket with him and leaves it under the windshield wiper after parking by a meter . . . Coin Row, well represented at Portland Meadows lately.

Gilbert J. Ackels

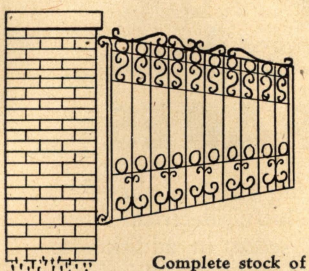
Los Angeles

Sam Jaffe, one of the kingpins of L. A. coin operating, has just returned from the Far East with some interesting info. Jaffe introduced pin games and phonographs to the Far East and had a lucrative operation in full swing when the Japs jumped. "There were 3,000 to 4,000 games in the Philippines and a considerable number in China," Jaffe said, "but the Japs must have destroyed them all because they're nowhere to be found.

"One of the most sensational games ever to hit Shanghai was the pin table *Jitterbug*. Ten thousand people blocked traffic and lined the streets to watch it in operation. When we were operating in China, we didn't have any trouble from vandalism or slugs because help was so cheap we could afford to have one man watch each machine. The cost was 25 cents per month in American money or services could be paid by candy mints."

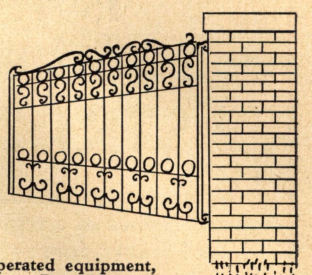
In San Francisco

THE GOLDEN GATE OPENS WIDE



AT

GOLDEN GATE NOVELTY COMPANY



Complete stock of all makes and types of coin-operated equipment, featuring Chicago Coin's *Play Boy*, Exhibit's *Cross Fire*, Marvel's *Lightning*, Bally's *Rocket*, *Entry* and *Special Entry*, Williams' *Cyclone*, Keeney's *Hot Tip*, United's *Havana*.

Special attention to the export trade

Wire collect, phone MArket 3967 collect, or come in to

GOLDEN GATE NOVELTY CO.

701 Golden Gate Ave, San Francisco 2, Calif.

How does the Far East look as a potential market for export trade? Right now, not so good. In a couple of years—very promising. "Because of inflation and unsettled conditions, people are most concerned with how to exist and where to live, so they don't give any thought to coin machines."

Quickies on the Cuff—Art Weiss, back from his Salt Lake City vacash. . . . A couple of baby girls to a couple of well-known operators: Billy Wulf and Johnny Nelson. . . . Operator Joe Selan is in the hospital recuperating from a heart ailment.

Warren Taylor of Mills Sales in town recently was displaying a plaque given him by United Airlines for having flown 100,000 miles—all west of the Rockies. He is said to be the only man in the Industry with that record. Warren gave THE REVIEW some off-the-record figures about the business Mills Sales expects this year . . . and *we were impressed*. But, of course, in the Mills *Constellation* phonograph, Mills *Bells*, *Photomatic* and RCA-Victor coin radio the firm has some of the finest equipment on the market.

Speaking of flying, one of the most confirmed birdmen in the Industry is Ken Brown, of Coinmatic Distributors. Ken is making his former hobby a profitable profession. He has organized Amphibian Air Transport. Inc., which flys passengers in 30 minutes from Burbank Airport direct to Avalon Bay, Catalina Island, or 17 minutes from Long Beach Municipal Airport. His line is carrying several hundred passengers a week.

The kind of news we like to hear and pass on to our readers came the other day from Jack Dolan, of Coin Craft, manufacturers of a mirrored cabinet. Jack ran an advertisement in THE REVIEW about his cabinet and sold 50. "Best money we ever spent," Jack enthused. "We were swamped with inquiries and orders. We got response from all over the country, and one distributor in Venezuela made us a cash-on-the-barrel-head offer without even seeing the machine."

Bill Leuenhagen's music bar continues to be the favorite meeting place of the town's most successful music operators. Bill has taken on several more labels and is now able to offer operators practically any independent label that produces music suitable for automatic phonographs. His collection and his service is unique along Coin Row.

Grading has begun on the new addition to the Shipman Manufacturing plant. Meanwhile the company is turning out *Spin-It's* at the rate of 150 a day.

Bud Parr of Solotone is getting a lot of pleasure out of his ranch in Ventura County. It's quite a place. And covered with wild life. The other morning he counted 27 deer which had invited themselves to breakfast with his horses.

Gillespie Games, of Long Beach, is said to be tooling up for a counter game called *Penny Lag*, which is expected to be on the market in about a month. Same company expects to be in production with its roll down game, *Tit Tat Toe*, in about two months. Homer Gillespie has been in Chicago attending to business connected with the roll down game.

Fred Gaunt, of General Music, reports that operators from near and far are telling him that the new Buckley *Track Odds* are even more profitable to operate than had been claimed. "Experience is the surest proof," says Fred, "of any game. *Track Odds* long has been recognized as the only seven-coin race horse console that will stand up year after year and out-earn all other coin machines."

Nels Nelson, who is displaying *Strikes*

—We Specialize—

SLOT MACHINES

Repair Convert

Refinish

VEST POCKETS

FACTORY METHOD REFINISHING

Quick pickup and delivery service

Call CItrus 2-2261

STEPHENS & HODGSON

(Successors to Ernie Graham)

1212 E. Colorado Glendale 5, Cal.

(Rear Entrance)

SPECTACULAR

IS THE ONLY WORD TO ADEQUATELY DESCRIBE STRIKES 'N' SPARES

A completely automatic pin-setting and scoring bowling alley—an exact replica of a regulation bowling alley. Colorful electrical scoreboard shows frames being played and total score, in addition to strikes and spares. Test-proved on location for one year, this fascinating game set new high grosses in the amusement industry.

FOR

IMMEDIATE DELIVERY

ORDER FROM

ADVANCE AUTOMATIC SALES CO.

1350 Howard Street **San Francisco 3, Calif.**

WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE PORTLAND, OREGON

WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE SEATTLE, WASHINGTON

'N' Spares, the new bowling game, has some positive proof of the player appeal of this game. School children passing by his showroom have been pestering the life out of him to let them play the game. "It's just like a magnet," says Nels. "No wonder the game is ringing up almost unbelievable profits wherever it's located."

The Hollywood factory of Pantages Maestro Co. is humming with activity. Handsome mirrored phonograph cabinets are speeding out to operators all over the country—and abroad. Production of the *Pantages Wired Music Cabinet* is steadily increasing and substantial shipments already have been made to Hawaii. Hum Brockamp states that the *Maestro Wired Music System*, now being built for the first time since 1941, is years ahead in design and engineering.

House parties have occupied the attention of the Laymons in recent week-ends. Paul and Lucille attended one at Manhattan Beach one week-end and followed it up the next week-end with one at Lancaster.

Spending a brief period in Los Angeles in mid-June were Pat Buckley, Hank Maser and Bill Corcoran. Pat, of course, hails from Chicago, and the latter gentlemen from San Francisco and all are prominently identified with Buckley. General Music proved to be headquarters while in L. A.

Mollie Simon has gone back into public stenography and is located at 3007 West Eighth Street.

Recent out-of-towners in at Paul Laymon, Inc., included William Shorey, S. W. Ketchersid and Jack Hull, San Bernardino; Ken Ferrier and Perry Irwin, Ventura; Lloyd Barrett, Pomona; Art Weiss, Arcadia; Fred Allen, Bakersfield; John Mallett, Claremont; Jack Spencer, Big Bear and Nate Smith, Barstow. Charles Daniels, formerly of Indianapolis and a brother-in-law of Paul Laymon, has been added to the sales force.

E. T. Mape Distributing Co. has introduced a new service to operators which is causing a great deal of favorable comment in the Southland. A mobile unit has been designed by Ray Powers and is being sent out to provide service and parts to operators in outlying districts. Sales and service representative is Vance Popelka who recently returned from a two-week trip up through Bakersfield, Fresno, and back down the coast. Vance has taken the truck on another trip to San Diego, Yuma and other points. The truck carries a complete line of parts, several phonographs and games.

Eventually, it is expected that more units will be added by the company so that the service will be available to operators in California, Arizona and Nevada. "The idea has been a great success," says Ray Powers. "I know from experience that many isolated operators do not always have parts on hand and in some instances cannot properly service their machines. Our units will call on these people every other week and keep their machines in top working condition."

Everyone along Coin Row concedes that the idea is one of the best originated in these parts for many a month.

Badger Sales is showing the new bowling games, *Strikes 'N' Spares*, and a large number of coinmen from near and far have placed their orders. "This is one of the most sensational money-makers we have ever been privileged to offer," says Bill Happel, whose distributorship for the game covers Southern California, Arizona, and Southern Nevada, and whose Milwaukee office covers Wisconsin and Northern Michigan. "It has the strongest player appeal of any game invented. Moreover, it's being built by Allite Mfg Co., one of the best manufacturing plants in the country. The game is rugged and soundly built. In every respect it's a perfect engineering job."

Among the many operators who have stopped in at Badger Sales and seen the bowling game are: A. E. Brooks, Los Angeles; E. A. Goldenfeld, Los Angeles; R. F. Gallagher, Santa Ana; J. H. Sheeter, South Pasadena; Ray Reynolds, Big Bear Lake; R. F. Elliott, Fontana; G. F. Cooper, Riverside; E. E. Simmons, Paso Robles; Lee Wirt, Montebello; and D. D. Brymer, Palos Verdes.

C. A. Robinson has returned from a trip to Reno, where he says he wrote some nice orders for the Jennings *Challenger* and Jennings *Chiefs*. Says there has been a terrific demand for Jennings bell machines in Reno. Business also has been very good with the *Vendit* candy vendor and Daval *Skill Thrill*, says Charley.

Dolores Minthorne is back at work after a long and hard 5-week seige with impacted wisdom teeth. Offices at Minthorne Music have been changed about, with Jean occupying a suite on the mezzanine and Mike Holbert holding forth in Jean's old office.

American Beverage Vendors are producing a dispenser for bottlers only, according to Gene Brown, but hope late in the fall to get into production with their cup vendor, for which there is said to be a great demand.

Dapper Bill Siros, top man at Siros Mfg. Co., Houston, breezed into town accompanied by C. R. Honeyman, who heads Honeyman Distributing Co. in San Francisco. Bill predicts big things from his new *Brush Up* shoe shine machine. which Honeyman distributes in Oregon, Washington, and California. Siros left for Texas on June7 and Honeyman departed for San Francisco to set up the new office.

Thorna Mathews (secretary at the SCAMOA office) has added a San Francisco week-end to her California log. Thorna arrived in Southern California last February but didn't get around to sight-seeing the area until May. Once started, she has no desire to stop.

E. Jay Bullock, managing director of SCAMOA, hit the trail to Grand Canyon and Boulder Dam during a recent week-end. On ther return jaunt, he stopped off at Las Vegas and won $18.

Earl Everett, whose Shine Distributing Co. recently moved to 2307 W. Pico Blvd., is busy getting his organization into click shape before returning to Seattle. Shine Distributing handle the new *Douglass Automatic Shoe Shiner* in Southern California, Arizona, and Southern Nevada. Bill Fyfe will be in charge when Everett leaves.

Back into acting and toeing a strict diet line, after dueling with doctors and hospitals. is Hal Sherry, financial and business secretary Local 1052. Gall bladder trouble was the trouble, the medicos diagnosed.

Peanut King Dies

WILKES-BARRE, PA.—An immigrant Italian boy who came to America at the age of 12, started the Planter Nut and Chocolate Co. with $65, and built up a $60,000,000 annual volume, died recently, writing finis to an amazing "rags to riches" story.

The immigrant boy was Amedeo Obici, who with his brother-in-law Mario Peruzzi, founded the Planter Company in 1906. Obici was 70 years old.

What's Going on? in the UNITED STATES

Philadelphia

Coin machine operators in Philadelphia are still cheerful despite all kinds of legislative headaches being brewed for them at the state capital, Harrisburg. They are still smiling although many claim business is not what it has been.

They could easily be downcast, for they have had these legislative blows to weather: a two-cent tax increase on cigarettes; a one-cent tax increase on bottled soft drinks; a proposed bill taxing coin machines $10 each; a proposed bill with stiff penalties for gambling machine operations, with gambling given an extremely broad definition.

Already in effect are the taxes on cigarettes and soft drinks. It is yet too early to talk about soft drinks, but the cigarette machine operators are keeping their chins up. They report business is holding up. It is a tribute to the Industry that its members can take it and keep right on servicing the public.

Despite pressing Industry problems, local members have been able to think of the other fellow. They have brought favorable publicity to the entire Industry by their exceptional response to the charity drive of the United Jewish Appeal. The industry became the first to reach its 1947 goal in the fund-raising campaign, a fine achievement when it is remembered that last year it was last to reach its quota.

Credit for this achievement should go to: Sam Stern, head of Scott-Crosse, who heads UJA's Coin Machines Division; I. H. Rothstein, honorary chairman of the division; Joseph Silverman, business manager for the Amusement Machines Assn. of Philadelphia; Jack Sheppard, Joseph Medvene, Martin Savar and Michael Glickman.

Sam Mickelberg, one of the owners of Exhibit Sales Co., reports his business of selling novelties, prizes, sales boards and the like is doing all right.

Maurice Finkel, who reports some decline in play for music machines on locations, has gotten a new dividend that more than makes up for any profit decreases. It's a grandson, Freddie, 7-pounds, born to his daughter Corrinne Medway. Finkel says he'll be ready to move over as head of High Point Music Co. to give his first grandson a place in the business when the time comes.

Ned Yaffe, secretary-treasurer of Y & Y Popcorn Supply Co., went on a five-day fishing trip at Del Marva Peninsula. Loyal to his business, he took with him popcorn to eat and use as bait. "If it's good enough for me, it's good enough for the fish," he said.

Jackie Fields, who has just taken over active management of the new Smith and Fields Distributing Co. here, expects to do a big public relations job for the music machine industry. Fields, former world welterweight champ, has agreed to speak before the High School Fellowship youth group, which has in recent years been addressed by such celebrities as Frank Sinatra and Kate Smith.

Scott-Crosse reports *Strikes 'N' Spares* bowling game about ready for delivery. They are receiving them by air from California. Also new at Scott-Crosse are Mike Chainik, assigned to phonograph sales in the eastern Pennsylvania area, and Bob Kline, to sell U-Need-A cigarette vendors in Pennsylvania, New Jersey, Delaware and Maryland.

Members of the Industry are looking forward to the next "click tune of the month" party at Click night club, sponsored by Music Machine Owners' Assn. of eastern Pennsylvania. First one held proved to be a great success, with members of all phases of the Coin Machine Industry attending, rubbing elbows and getting better acquainted. Jim O'Brien, MMOAEP manager, William L. King, association president, and Frank Palumbo, Click owner, did a fine job on arrangements.

Herman Brandschain

Pittsburgh

Official opening date in this area for resort and amusement centers was Memorial Day and members of the coin machine trade said early signs have been encouraging. Weather interfered with summer business in resort places here as it has in other states.

Operators comment on the fact that banks offer vacation loans on very favorable terms and they expect this and other facts to encourage more travel during the summer. Official frowns on gaming devices will cut the summer business boom for this type of machine and has also increased the demand among operators for pin ball and arcade types of games. Distributors say they just can't get enough games to meet the demand from operators who want to take advantage of summer locations.

Louis G. Popkins and his brother, Myer F. Popkins, owners of Pittsburgh Coin Machine Exchange, have been enthusiastic about the demand for games and Louis recently made a trip to Chicago to get more stock. They recently have started Jess Morley, an ex-Marine from Somerset County, into the amusement games business.

Business along Coin Machine Row is beginning to pick up, according to Irwin A. Silverman, inside man for the Acme Novelty Co. Silverman has the reputation of knowing more coinmen than most anybody else hereabouts, and keeps close tab on conditions in his line.

One way to counteract the warm weather, which often plays havoc with the contents of vending machines that dispense candy, according to Silverman, is to keep servicing in smaller quantities and at more frequent intervals. "While this method may mean more work for the service man, it certainly gives more satisfaction to the customer, who appreciates getting his candy fresh," he says.

Acme's Sam Horvitz usually spends the greater part of his time on the road, and now that the trend is leaning more than ever to pin games in this territory, the firm is leaning over with it. Acme finds activities in basket and football games are on the increase, along with music machines.

Plans are progressing toward razing the old Wabash Terminal, which was ruined by fire in March, 1946, and business interests along Ferry St. are looking for new quarters. Joe Ferraro, manager of the Tri-State Automatic Candy Corp., discloses that he, along with others, may be forced

ON DISPLAY!

"Strikes 'N' Spares"
Bowling Game

THE MOST SENSATIONAL PROFIT-MAKER ON THE MARKET TODAY. COME IN FOR A DEMONSTRATION. SEE IT! PLAY IT!

Incorporates all the features of actual bowling, and is scaled down to exact replica of regulation alley. Two 10-cent coin chutes, one for first five frames, another for last five frames, making it possible to get 20 cents per game.

NELS NELSON

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to vacate his present location. So Tri-State, which specializes in pop corn machines, is seeking to buy a much larger building, having outgrown present quarters.

Another new Launderette, equipped with Bendix automatic machines, has started up in Pittsburgh proper, making it the second launched here. Frank H. Collins is the operator, with a large store room at North Negley Ave. and Harvard St. It is just on the edge of East Liberty's business section, but in a thickly populated residential district. Collins has installed 41 Bendix machines, with Mrs. F. Henry in charge. Mrs. Henry says business is so good they have to remain open from 9 a.m. to 8:30 p.m.

The city of New Kensington, Westmoreland county, near here, has been restrained from enforcing an ordinance to license and collect fees on phonographs, by a permanent injunction granted by Westmoreland county court, Greensburg. The court had previously issued a preliminary injunction in an action filed by William Adams a year ago. The Westmoreland decision forms the basis of an appeal to be filed in reverse decision in Crawford county (Pa.) court.

A Meadville ordinance providing a license fee of $50 a year on phonographs was upheld recently by Judge O. Clare Kent. Counsel for the plaintiff, The Northwestern Pennsylvania Automatic Phonograph Association of Sharon, has served notice that an appeal will be filed in Superior Court.

William R. Mitchel

Fort Worth

Phonographs and music operation continues to be the bright spot for the local coin machine trade. The take for local music operators, while as good or better than this time last year, is slightly below the level of the past few weeks. Fort Worth coin machine distributors report a severe shortage of cigarette vendors and a short supply of other types of vendors. Phonographs and marble tables are coming through in good quantity.

Fort Worth operators are well pleased with the closing of the fiftieth session of the Texas State Legislature on Friday, June 6. The state lawmaking body closed its 1947 session without passing any new tax laws and without adding any new state levies on coin machines. This gives the local coin machine trade another year's business operation without the fear of added state taxes.

The Panther Distributing Co. has finally finished an extensive remodeling job on their office headquarters. Both its former location and the firm's new office and warehouse space next door have been completely remodeled. The firm's general office, done in a natural pine finish, is a practical and artistic layout, equipped with full-view glass windows. New offices have been added at the old location for the firm's wholesale restaurant and hotel supply business. In addition to its extensive music operations, the Panther firm has added a string of marble tables.

Allen Wallace, coin operator of Mineral Wells, was purchasing new equipment from local jobbers recently.

E. C. Stanley, owner of the Ideal Novelty Co. says that the local coin machine business is now in the leveling off stage. Friend Stanley says that it is now up to the operator who wants to be successful to get out and go after business. As proof of his go-getter policy, Stanley's firm made six nice music installations in one week.

Doyle Hightower, of the H & H Sales Co. was in Dallas last week conferring with officials of Commercial Music Co., Wurlitzer distributors. Plans for expanding 1947 business were discussed.

Clarence Cleer, head of Cleer Distributing Co., coin machines and Trinity Distributors, wholesale tobacco and candy firm, has returned from a three week's business trip to Old Mexico. While he would not talk for publication, it's our guess that Cleer is contemplating entering the coin machine and wholesaling business south of the border. With both Ft. Worth and Dallas becoming the merchandising and financing headquarters for Mexican merchants, it's an attractive field for an up and coming firm like that headed by Cleer.

Frank W. Wood

Salt Lake City

Warren I. King, in charge of cigarette machines for Hemengway & Moser Co., reports the shortage is over as far as new machines is concerned and his organization is receiving a better quality than ever before. "We are replacing our oldest machines and are reconditioning them to put out in new locations." Hemengway & Moser is concentrating on Crusader machines and expect an exceptionally good play at the Centennial Exposition at the Utah State Fair Grounds throughout the summer.

R. F. Vogt Distributors are anxiously awaiting arrival of Keeney's one-ball which advance reports suggest will be a big favorite everywhere.

The situation with respect to one-ball games in Ogden has been clarified and the machines are in operation again after a shutdown in May, Vogt reports. In Provo one-ball games are operating with free plays.

"There is still plenty of business for bell machine distributors in Idaho, but the saturation point will be reached in the next 30 to 60 days."

This was the observation of T. M. Douglass, manager of the Yellowstone Specialty Co., who said the smaller towns and villages are following the line of the bigger cities and are now passing their ordinances legalizing slot machines. This was made possible through a bill passed by the 1947 legislature.

An interesting development is that many locations are buying their equipment outright. However, there are still a lot of operators. The high license fee is causing the change and property owners and lessees think they can pay out their licenses in the two years the machines are assured of being legal. The law cannot be changed, if at all, until the 1949 legislature.

Douglass reports the new Mills *Jewel Bell* is coming through in quantity now and that Yellowstone is able to supply any requirements of operators.

Operators are taking good care of the resort locations in northern Utah, but without any letdown on their service to the year-around spots.

A survey of the situation indicates there are amusement rooms at two principal Great Salt Lake beach areas—Blackrock and Sunset Beach.

Ray Samuelson is operating the amusement room at Sunset Beach, while Rollie Wagstaff is running the setup at Blackrock. The two beach resorts are on the shoreline 20 miles west of Salt Lake.

Saltair, a pioneer pavilion located a few miles to the north of the beach resorts, has a well equipped penny arcade as does

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VIRTUALLY
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More Duo Locks are installed on coin operated machines than any other quality lock.
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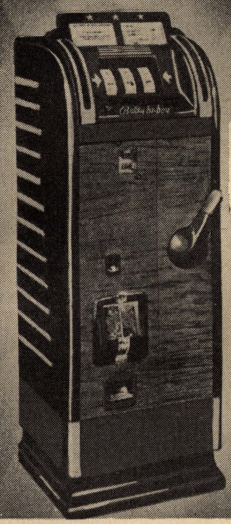
Bally's hi-boy



WITH HOLD AND DRAW FEATURE

Draw new crowds of players and HOLD the play by the hour with Bally HI-BOY . . . . the bell that easily earns double the revenue of old-fashioned bells. Luxurious club-style console makes HI-BOY an ornament to the finest location. Simple, rugged mechanism insures trouble-free operation. Nickel or quarter play. Get your HI-BOYS in operation now!

JONES DISTRIBUTING CO.

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Lagoon, another summer resort 20 miles north of Salt Lake.

Canyon resorts in the many canyons, from Provo on the south to Ogden on the north, are busy places these days, with thousands of motorists seeking picnic areas and the locations are getting good play at both photographic and amusement devices.

However, due to the transition from the winter to summer operations, there is a let-down in the over-all play and W. J. Jennings, local representative of the Wolf Sales Co., estimates the take is off about 20 per cent. The play is moving from the inside locations to the outdoor spots, he said.

C. K. Dart, branch manager for Wolf Sales, has recently completed a successful business tour through Idaho and Montana. Among the most recent operators signed up for Wurlitzer routes are Darrel and De-Ette Conrad of Jerome. The operators are replacing 21 locations with new Wurlitzer models.

Another operator signed by Wolf Sales is the Firmage Electric Co., at Milford, operated by C. L. Firmage.

J. A. (Andy) Stevenson, operator of the Consolidated Amusements in Salt Lake and surrounding territory, spent the early part of June in the Phoenix. He was joined there by his son-in-law, Dick Mathews, and his daughter, and they returned together. Mathews operates the Consolidated Phonograph Co.

First sample of the new Mills Constellation phonograph is on display at the Stewart Novelty Co. H. E. Burchett, Stewart's manager, reports the West Yellowstone, Mont., Pladium has been taken over by Johnny Weller. Stewart Novelty had operated the setup, but this year sought a leasee because of the great distance from the Salt Lake headquarters.

Weller has been selling for Stewart and has also been operating his own Coin-O-Matic, a Salt Lake setup devoted to repairing and reconditioning machines for resale.

Burchett reports his organization is on the lookout for some good mechanics and salesmen and that business is very good.

Mel Dorius

St. Louis

Operators and distributors in the St. Louis area are swinging into full summer operation to capitalize on the influx of out-of-town visitors, who regularly flood St. Louis during the summer months for baseball games, etc.

Carl Trippe, Ideal Novelty Co. now has his amusement parks in full operation in various sections of the city. Spring floods prevented the opening of the Sylvan Beach Arcade until the latter part of May.

Especially optimistic over the coming summer season are the cigarette operators. According to Paul Presley, Automatic Cigarette Sales Co., cigarette sales always increase during the summer months when people spend more time in taverns trying to combat the heat with cold beer. In addition, restaurant locations show an increase due to more people eating out.

Chief worry of the cigarette operators now is the proposed one cent increase in the city cigarette tax. At present, vendors are set to dispense cigarettes at 20 cents, but if the extra penny is added, it would be necessary to change over to 25 cents and stuff packs with four extra pennies. "We have found little resistance to the 20-cent price," stated Paul, "but the 25-cent price would require the making of more change, plus creating a lot of ill-will with the extra pennies."

Big event of the month was the two-day Aireon introduction held by Del Veatch, VP Distributing Co. During the two-day affair, over 500 people crowded the VP showroom to obtain information about new equipment.

Next on the list of "events not to miss" will be the grand opening of the new showrooms of Universal Distributing Co. Tom Collins has finally started moving equipment to the new location which will feature ample parking area and spacious showrooms. The opening date is still tentative depending on delivery of new equipment and completion of last minute remodeling.

The new wall box designed by Frank Scherrer, of W-L Amusement Co. will be in production shortly, unless unforeseen difficulties arise. Fred Lehmkuhl and Frank recently returned from the Mills factory where they received enthusiastic praise for their new idea. A working model of the unit is now on display in the downtown showroom of W-L, causing quite a furore among operators who have been on the look-out for something new to increase take on machines. Main feature of the unit is that it will give six plays for a quarter.

Everything happens to Ed Randolph, Ideal Novelty Co. Many an operator has lost machines from fire, theft and other forms of violence, but Ed perhaps holds the distinction of being the only man alive to lose a phonograph due to the sinking of a river boat. That is just what happened recently when the famed Golden Rod Steamboat, one of the hold-overs from the old-time river boat days, struck

a sandbar and sunk. "All the passengers walked ashore safely, clothes and all," moaned Ed, "but, not one of them thought about my machine, which went down with the ship."

Latest addition to the expanding personnel of Murphy Distributing Co. is Bob Habering. Bob is acting as assistant to Al Mason in the engineering department. Before joining Frank's outfit, Bob was flying the big birds in Uncle Sam's Army Air Forces. Incidentally, Bob is the son of Papa Habering at Proctor Sales Co.

H. D. McClure, of the distributing company of the same name, is in and out of town so often that there is some discussion as to where he claims residence. Latest jaunt was to Chicago for a week, after an extended business trip through the Southwest and California. McClure is waiting now for the first shipments of the new coffee vendor which will dispense a good cup of coffee on the spot. He says a lot of office managers will be glad to see a machine which will eliminate those long coffee drinking periods that scourge most offices.

While most vending operators are looking forward to the lucrative summer months, E. R. Bashford, manager at Canteen, says the same old problems of heat are here again. "The only solution to mushy candy will be concentration on more hard candies in the machines," said Bashford. "Of course, I can't complain too much for the manufacturers are supplying us with more candy now than we have had in years."

Robert A. Latimer

Boston

Here in New England operators of amusement games report shifting about 50 per cent of their equipment from the cities to summer locations to take advantage of the seasonal travel. Early season reports are an indication that this summer business will be greater than ever. The supply of machines does not come anywhere near meeting the demand to enable operators to take advantage of summer business to the fullest extent. Cape Cod, Berkshire Hills, White Mountains, Green Mountains and the beach area in Maine are new locations in New England which cater to summer travel.

Operators report placing a good many machines in hotels in resort areas throughout the New England territory. New arcades have been opened in places like York Beach, Me., and the Cape Cod area.

Candy sales have dropped generally, probably due to the advent of summer. In meeting the hot weather problem, operators get along very well, merchandising candy that "stands up" well in warmer temperatures. In the last four or five previous summers candy came down the chutes at such infrequent intervals, on account of the shortage, that there was no difficulty about softening. It didn't have a chance. There is no difficulty in obtaining supplies of candy, but the general complaint is that the price is still higher than operators would like to see.

Considerable protest is expressed in Massachusetts in regard to prices of cigarettes, which operators say are higher than in any other state in the Union.

The high price of peanuts cuts down the profits of operators. Mixed peanuts now cost 29-30 cents a pound compared with former figures of 23-24 cents. Jobbers say that the oil manufacturers or peanut crushers are buying more peanuts, even of the best quality, in their endeavor to meet the oil shortage.

The Mills *Constellation* phono has received immediate response from New England operators. Orders have been heavy, with operators waiting for delivery.

LEADERS IN NAAMO—Group picture taken at a recent meeting of National Association of Amusement Machine Owners at national headquarters in Atlantic City. Seated, left to right: Miss Vaughn, acting executive secretary; F. McKim Smith, president; Al Meyers, secretary; Meyer Wolf, regional director; and I. H. Rothstein, Philadelphia member. Standing, (l. to r.): Al Rodstein, vice-president; Joe Ash, regional director; Al Blendow, former president; Sam Pinkowitz, Max Levine, and Max Shaffer. Shaffer is a vice-president.

Ed Ravreby, of Associated Amusements, owner of Playland Arcade in New York, has placed a battery of *Pokerinos* with merchandise prizes in the arcade, realizing very good earnings.

Recent operators visiting Boston include A. E. Lake and Joseph Volta, Providence; Fred Papolas, Waterville; Seymore Bushell, New Britain; Leo Glosband, Lynn; William Kelley, Springfield, Sam Couti and Walter Jafarian. Haverhill.

On June 1, Edgar Nimmer, one of the best music box mechanics in the country, who was associated with the Pioneer Music Co., passed away. Pioneer Music is donating a music box to be raffled off, the proceeds to be given to his family.

Pioneer Music has a new member of the company. On May 23, Mrs. Ralph Lacky, wife of the general manager, brought into the world a six-pound, two-ounce baby girl. Elyse and mother are doing well.

After a few difficulties, Pioneer Music Co. has a new bookkeeper, Vivian Benson, a local girl, who is quickly learning all the tricks of the trade.

Showrooms of the Greene Distributing Co. were gaily decorated for the showing of the *Fiesta* model phonograph with a Spanish atmosphere. Brightly colored hats and paper drapings of many hues on the windows were a part of the decoration.

Among the visiting operators at the *Fiesta* showing were: A. C. Sturgis and Chick Schandelman, Jr., Automatic Distributors, Inc., Terry Martin and S. C. Leondar, Vets Music, Dorchester; Hugo Capporiccio, Cappy Music; Sam Landau, Back Bay Music, Boston; D. J. Baker, Melo-Tone Music, B. Penn, Penn Music Co., Revere; Stephen Morrell, Pioneer Music Co., Boston; George Varney, Cambridge; John F. Deignan, George P. Allen and Norman G. Blean, Mid-State Music Co., Worcester, and Fred Cobitose, Chelsea.

Recent visitors to Atlas Distributors were Robert Dunlap, sales promotion manager, and Clyde Port, director of service, of Seeburg, Chicago, who were in town two days.

Dave Bond, president of Trimount Coin Machine Co., has returned from a business trip to Chicago, where he found all factories humming with activity. He was much impressed with Williams new *All Stars*, a life-like baseball game, which will be on distribution very shortly.

Cinco, Inc., Boston, has been incorporated to operate coin and amusement machines, etc., with a capital stock of 250 common shares, par value $100. Myer Blau is president; William N. Pierce, treasurer, and Sylvia Abbott, clerk.

C. Frederick Wellington

Kansas City

Business is better in this area and it improves still more as real summer comes to the section. Another factor increasing business is the arrival and sales of the latest model phonographs. Operators from the surrounding towns continue to buy machines from distributors here and that all adds up to making the local trade better.

One distributor said out-of-town operators are too busy with their routes to come into the city, so they do business by mail or telephone. Another distributor tells of selling a phonograph every day during a trip of a week into country territory.

Our resort territory, the Ozark region, should be a summer paradise for operators but we have heard no reports from that area. Flood conditions have hurt some districts but that should all be over by the time this issue reaches its readers.

Apparently, there is little expansion or change in the cigarette vending field in this area, and candy operators also have little to say. Have not seen any new installations of soft drink vendors in public locations here.

Harry Silverburg, W-B Music Co., in company with Bill Betz, St. Louis division, enjoyed the New York showing of the new offices of Atlantic Corp., a Seeburg distributor. Silverburg reported a fine trip and also that the Atlantic firm had wonderful new offices. He said 3600 attended the opening. Silverburg says *Voiceographs* and *Photomatics* are moving out as fast as they come in and the coin business seems to be on the upturn. Visitors included: J. C. Witcraft, Witcraft Music Co., Columbus; Forest Parker, Parker Amusement Co., St. Joe; Elmer C. Jackson, Bronze Amusement Co., Kansas City, Kansas; Louis Tappas, Tappas Music Co., Parsons; and L. Thompson, Tri-State Amusement Co., Afton, who was in town looking for 25-cycle equipment to match the type of

STRIKES 'N' SPARES

Automatic Bowling Alley

Spectacular new automatic pin-setting and automatic scoring bowling alley, an exact replica of a regulation bowling alley. Colorful electrical scoreboard shows frame being played and total score, as well as strikes and spares. Two dime coin chutes. 14 feet long, 33 inches wide, dismantles into two sections. Enormous earning power proved by actual operation for a full year at 30 various type locations. A thrilling new game with the strongest player appeal of any game invented.

IT'S A STRIKE!

(A GOLD MINE, THAT IS!)

BADGER NOVELTY CO.
2546 North 30th St. Milwaukee 10, Wis.
All Phones: Kil. 3030
Exclusive Distributors for
STRIKES 'N' SPARES
IN WISCONSIN AND
NORTHERN MICHIGAN

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.
All Phones: DR. 4326
Exclusive Distributors for
STRIKES 'N' SPARES
IN SOUTHERN CALIFORNIA, ARIZONA
AND SOUTHERN NEVADA

ALL ORDERS FILLED IN ROTATION AS RECEIVED

current used in that town. "Red" McAllister, Central Novelty Co., Arkansas City, sent W-B's sales barometer up by purchasing 15 Seeburgs.

Victor Roose, Automatic Coin Machine Co., recently made a 1100-mile trip through Kansas in one week and sold a Packard phono every day to operators who never had been in the business before. He must have picked some live-wires for the repeat business from these same route-men has been very gratifying.

Gordon Talmage, Fairway Distributing Co., told of F. E. Wilson, president, William (Bud) Parr, vice-president, and Clyde Jordan, field representative of the Solotone Corp., visiting and laying out a promotional program. They talked over the newly introduced Solotone individual boxes with Magic Dial which provides on the selector switch a choice of three radio programs. The first test location was one of the California Ranch House restaurants and a check showed the play was good, especially on the three positions for radio each of which provides six minutes of entertainment. B. F. Frericks, manager of the Universal Distributing Co., of St. Louis in company with Tom Collins and W. Kubernot called for a long chat.

Michael J. Licausi, National Sales & Supply Co., is certainly showing some speed for a newcomer. Not only is the firm acting as distributors for coin-operated radios but it now has its own plant in operation where the new *Space Master* is being manufactured. A local advertising campaign is already in effect on this console styled for hotels, tourist camps, motels, etc., and a national promotional campaign will be launched next month. This will include the COIN MACHINE REVIEW from which is expected the best reaction. The *Space Master* has been especially designed to withstand interference where many electrical contrivances are operated in congested districts. The cabinet is also equipped with National slug rejector. "Deliveries are being made daily."

Frank W. Murray, Music Service Co., reported "Business is now the best we've enjoyed for five months." Murray is doing a man sized job, especially considering that his partner, Edward James Nettle, had been on the sick list for months. Nettle is now on the job, spending half days in order to expedite the business of our largest firm of operators.

Mildred Wade, Brown Music Co., stated her firm was glad to receive a shipment of Bally's *Special Entry* multiple replay tables. The many modern features of *Special Entry* make it a welcome addition at most location spots. Miss Wade returned from a profitable business trip to Des Moines in time to welcome D. H. Stark, Cameron, and M. B. Quinlan, Seneca, operators whose business is continually increasing.

Dave Cooper, Advance Music Co., reported over 90 visitors to see the firm's three-day special showing of the Aireon *Fiesta* phono. "The reaction was very satisfactory and the refreshments and souvenirs gave a gala spirit to the occasion. Operators reported that business was picking up now that most of the local strikes are over." Jim Arlow and Ed King, Kansas City Amusement Co., started from taw two weeks ago and have already made six Aireon installations. This expansion, with others recently entering the field, off-sets the contraction suffered during the past few months here. Vic Morgan, Baxter Springs, recently started from scratch and during the past few months has more than doubled his volume of business. Martin Esser, Topeka operator "is going in for music stronger" and is "constantly enlarging his territory." Mike Quinlan, Seneca, also called on the Advance Music Co.

According to a lengthy news story which appeared in the *Kansas City Times*, recently, "a former Kansas City mechanic, now a resident of California, charged yesterday in the circuit court that the Vendo Sales Company, Inc., is using his invention in a bottled drink dispenser and asked the court to order an accounting of the firm's proceeds and award him an equitable payment according to the company's sales. The suit was filed by Earl C. Warwick, Los Angeles, who will attempt to recover profits amounting to about $250,000."

Dev Thatcher

Refrigerated Fruit Machine Perfected

VAN NUYS, Calif.—Kold Krisp Apple Service, Inc., has perfected an automatic refrigerated vending machine called *Fruit-O-Matic* which vends apples, oranges or pears at any price range from one to ten cents. A regular production schedule is being set up and deliveries are expected within 60 days.

Fruit-O-Matic was designed by Frederick K. Storm, one of Southern California's leading industrial designers. The machine is housed in a metal casing of red and cream. There are four different columns, each having a capacity of 52 pieces of fruit each. Loading is accomplished by merely unlocking and opening the front triple-plate display glass which was designed to prevent frosting. Approximately 90 individual pieces of fruit are visible at all times.

J. H. Oatey, president of the firm, will govern the policies of leasing, franchising, or selling the vending machines.

Cincinnati

With the coming of vacation weather, operators here feel only a slight change in the business tempo. Coney Island is the one big resort, and this park owns the coin machines it operates, it is understood. Cigarette operators may place their machines at the new Chester Park pool, and at the River Downs Race Track for the season.

The only change on the part of candy operators is replacing the softer and creamier bars with the hardy hot weather variety. The bar situation is looking up here, with more and more standard brands in evidence.

Cigarettes are priced at 19 cents via the machines, and even if the proposed penny additional tax is levied it will mean no change in mechanics, but actually save labor in not having to put the penny change into the pack. Sales of the smokes remain good, but other business is spotty, possibly due to the backward season. There is no shifting of apparatus here to meet summer demands, operators preferring to maintain locations for the long pull.

The Automatic Phonograph Owners' Assn. recently chartered two busses to transport children from St. Joseph Orphanage and the Home of Friendliness down to the wharf. There they boarded steamers for Coney Island, where they spent the day as guests of the generous business men of the city.

Six pounds, eleven ounces was the ringside weight of ex-Sgt. Bill Bigner's boy, just lately ushered into life's squared arena! Bill is right bower to his father, Ray of Wesco.

Charlie McKenney and Tom Hastings have agreed to sever their partnership. Henceforth they will work their separate routes independent of each other.

Lou Schoenlaub, of Columbia Amusement, purchased the Hi De Ho Music Co. from Les Pegg. Les is headed for Florida to bask in the sun while he formulates new plans.

THE REVIEW is happy to report both Jerry Levy and Phil Kennedy, recently hospitalized, are back on the job, well on the way to complete recovery.

Everything is 'hunka-dorra' for Bill Fitzpatrick. The smiling Irishman of the Coin Machine Industry attended his first APOA meeting since December. Bill was laid up with a fractured leg.

When the Hamilton County Cigarette Vending Machine Assn. signed off for the summer with a luncheon-meeting at the Cuvier Press Club, the following members were on hand: Bob Iverson, Tom Federer, Ted Schwartz, Stan Shechan, Earl Magly, Earl Sander, Billy Schulten, Maury Levitch, John Keller and Charlton Wallace—with Will Magly bringing down the gavel to close proceedings.

It's a girl, born to Clair and Bob Hahn, niece and nephew of Milk Vender George Strottman. The newcomer is a seven pounder, and answers to the pretty name of Carol Jane.

Cigvender Charlton Wallace has had his hands full directing publicity for the local cancer drive for WKRC. The cancer people brought in the automatic music man's benefactor, Bing, for a golf exhibition. Wallace also had his share in promoting a bridge session at a fete for the benefit of the Widows and Old Men's Home, an affair attended by the creme of local society.

Ed Barthel of Globe Games and Gerner Berlt of Checker Amusement, Huntington, are opening their new midget speedway. Both are members of the Cincinnati Society of Model Engineers, Inc.

Don Fosgate played host to no less a personage than His Honor, Carl Rich, Mayor of Cincinnati recently. The occasion was the introduction of Aireon's new *Fiesta* model to the local market The Triangle showroom was converted into a veritable stage, with Spanish motif and costumed senoritas from a model agency. Among the guests were: Leo Dixon of Cleveland, president of Triangle, and his son, Norman; Myron G. Erb, his sales manager; Fred Litzie and Ray Votaw, both of Dayton; Mike Charie, Columbus; Frank Snow, Hamilton; Mrs. Everett Smith, Dayton; Jess Hornsby, Blanchester; W. G. Cherrington, Covington; John Weisenberger, Covington; Sam Chester, president of APOA; Phil Ostand, Saul Ostand, Milt Cole, Bill Harris, Charlie McKenney, Tom Hastings, Al Lieberman, Bob Flynn, Harold Rothwell, Charlie Kanter, APOA secretary, Al Saluppo, Henry Kapson and Ray Bigner, Cincinnati, and Fred Mann, Chicago.

Operator Bill Buerkel, of Amelia, is placing 500 Ford ball gum machines about the city in favorable locations, under the auspices of the Kiwanis Club. The proceeds of the sales will go to the club's fund for needy children.

Pleased to report Joe Stenger's wife is now at home recuperating from an operation. Joe is a trouble shooter for Globe Games.

Bobby Levitch, 13-year-old son of Cigvender Maury Levitch, was honored by the presence of 700 guests at his recent reception celebrating his confirmation. Boy-like, he was thrilled with the more than 100 gifts he received.

Mr. and Mrs. John Nicholas announce the advent of John Patrick Nicholas, III, in a bundle just received direct from Heaven!

The heart of office secretary Elinor Batte, of APOA, beat a little faster at the last meeting of the organization. As special guests, Jack and Shirley were present. Jack is her son, and Shirley's the charming wife of Lt. (j.g.) Jack. The latter just earned his wings at Pensacola. He is a product of Kentucky schools and a U. S. Naval Academy, 1945 grad. He is entitled to wear medals such as Pre-Pearl Harbor, Pacific Theater, 4 stars, American Defense, Philippine Defense, 2 stars, and the Victory Medal. After a short visit, Jack returned to his base and Shirley went to Los Angeles for a month with her folks.

Ray Bigner moved his family into their new Price Hill home recently. Almost simultaneously came the announcement that Ray had incorporated under the name of Bigner, Inc. Other names mentioned in the deal were Lawrence E. Eichel, George E. Whitman and Attorney Edward Hoover.

Harry Hester, vice-president of APOA, is back after a short vacation at Dillsboro, the famous Hoosier spa.

Henry Kapson has left Ohio Specialty. No announcement has been made of his future business plans.

Bob Mitchell, of Automatic Canteen, paid a flying trio to the Blue Grass section, cementing relations in Lexington.

Candy-man, W. W. Tibbals, after a winter in Florida, is back in town, primed for the fray.

Paul Pusateri's American Legion ball team won its first two games, and may be headed for a pennant!

Buster Brooks, mechanic for Milton Cole, while on vacation, was privileged to visit Madison Square Garden and see Cincinnati's pride, Ezzard Charles, in his fisticuff debut at that eminent arena.

Pat Harding, secretary to Abe Salman, is telling about the fun she had recently at Cleveland, where she attended a wedding while enjoying a brief vacation.

Fifth year wedding anniversary congratulations to Ed Barthel and wife from all his friends in the Industry.

Helen Winklejohn just returned from a spring jaunt to Dayton, Celina and Lima.

Leroy Craft, of Triangle, spent a pleasurable short vacation at Huntington recently, visting his ma and pa.

NAMA's *Automatic Merchandiser* carried a follow-up story on THE REVIEW article about the installation of radio-phones in Stern Cigarette service machines.

Ohio Specialty is going through the throes of remodeling its entire building.

It's the familiar Happy Birthday song THE REVIEW chorus sings for Sandy Levitch, 9 years old. She's the younger of Cigvender Maury's two children. And another verse for Bill Simon, manager of the repair division of Globe Games!

George Keith

Dallas

Dallas distributors say they find operators are getting price conscious and that their buying is falling off. Operators are complaining of high prices on many items they formerly bought without a kick. Sales of phonographs and marble tables are still good, but with considerable decline in the purchase of marble tables and bells.

Cigarette and soft drink vendors are reaching the local market in the best supply since the war, but are still short of demand. Demand for cigarette vendors is far ahead of deliveries. However, two of the largest local dealers say they are now getting some deliveries on vendors within the 30-day limit.

Harry Weaver has sold his Dallas operations to I. L. Dialessi. Harry is again back with Urban Distributing Co. where he is in charge of service and operations.

Evidence of the popularity of the Dallas coin machine market is revealed in the number of buyers from all sections of the South and Southwest. A partial list of recent buyers includes H. L. Dennard, Dennard & Brown, Henderson; Kake Koloscheck, West; Jerry Marshall, Scott Brothers, West; Johnnie Squires, Byers; Bill Russell, Albuquerque; Joe Todd, Ardmore; Joe Giambo, Dickinson; Guy Pruitt, Bremond; Carl Hoelzel, Kansas City; Ray Barnes, Palestine; Carl Sahdock, Shreveport; Carlos Marcelle, New Orleans; Robert Ehrhardt, Shreveport; W. McAllister, Sherman; Clyde Boca and Lou Gray, San Angelo.

Mr. and Mrs. Jimmie Leftwich, formerly owners of the Leftwich Coin Machine Co., are now associated with P & M Sales Co., a subsidiary of Urban Distributing Co..

Seen buying coin machine equipment here recently was Ed Mashek. "Bear-Cat," as Ed is known to his friends, is quite a character in the west where he is also a well-known operator.

The Urban Distributing Co. is now the North Texas sales agent for Exhibit Supply Co.'s marble table, *Exhibit*. The Urban firm reports an excellent business. They are also distributors for Marvel Manufacturing Co.'s table, *Lightning*. Just recently, the firm was named Texas distributors for Heinekin's Beer. Ray Isaacs is the firm's city salesman for the Holland imported beer.

Gary Sinclair of the Rudolph Wurlitzer Co. advertising department has moved his family to Dallas and will make this his permanent home. Gary will devote his time to promoting better music and in aiding Wurlitzer phonograph operators of the Southwestern states in developing and ex-

panding their music business. Welcome to Dallas, Gary.

Harry and Roy Urban have just returned from an extended business trip to South Texas. The Urban brothers report coin machine business good in San Antonio and other south Texas cities they visited.

Commercial Music announce the appointment of J. C. Old as advertising manager for the Dallas branch. Daniel Garnand is Commercial's advertising manager for San Antonio and Houston. L. T. Newman is now the firm's branch manager at Houston and Orval Whitridge is manager for the San Antonio branch. Rex Bush is in charge of the service department for Commercial at Dallas.

C. Polsonnell, formerly with the Coin Machine Acceptance Corp., Chicago, is now located in Dallas and has moved his family here. Dave Miller is the resident manager in charge of CMAC Dallas office.

Al Mendez, district manager for Wurlitzer, is away on a business trip to several south Texas cities.

Frank W. Wood

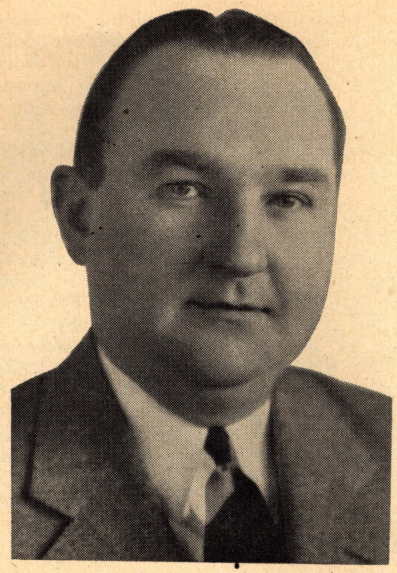
Columbus

Most everyone around Columbus and throughout central Ohio has been ready to drown his sorrows during recent weeks because of the steady downpour of rain that has kept the grass long and tempers short. The early days of June slackened the downpour a little—enough to allow the office denizens a chance to explore a few of the resorts close by on weekends. Of course such wet weather, mixed with the warmer days of summer, serve to bring those humid hours when the local beer spots are swamped with seekers of the golden brew. Comes the multitude in search of refreshment and entertainment naturally follows. Enter the coin machine in all its attendant glory and exit the shekel into waiting operators' hands.

While visiting Combine-Richards Vending Co. offices I met Bernard Spira, distributor for PX cigarette vending machines, who calls Cleveland "home." Spira covers Ohio, Michigan, West Virginia, Kentucky and part of New York, and I might add, is a very personable chap who is building up a lot of good will for the Industry. Spira's Cleveland headquarters is Standard Vending Machine Sales, with offices out Euclid Avenue way.

On the 25th of June the big noise around Combine-Richards signified the fact that Hazel Freck and hubbie were celebrating their 24th wedding anniversary. Congrats to you both and we'll be looking forward to a piece of that double 25 anniversary cake next year. Elza Nye, of the same office, and the Missus will be double-celebrating with the Frecks on the 25th, too, as they drink a toast to their seven years of married life. It's a pleasure to report that Hazel's daughter, Virginia, is back at work again after two recent trips to the hospital.

Certainly got the surprise of my young life when I visited Mike Charie at Capital Pla-Mor Distributing Co. The chatter ran from this to that and finally brought out the fact that Mike's brother, Frank, had wedding bells planned for June 16. Frank, by the way, is the route general manager at Capital Pla-Mor. When asked for other vital statistics on the wedding, Mike said the "better half" was a gal named Garnet Rowe. Upon further questioning I find that Garnet is the same girl I went to school with several years ago—but not too many—down on the Ohio at Portsmouth town. Small world! THE REVIEW sends its best wishes to you both. Last month Mike reported a shortage of pin games, but the situation has bettered itself and he has been busy keeping the floor cleared of incoming merchandise.



Packard Appoints Wedewen

INDIANAPOLIS—Herbert E. Wedewen (above) has been appointed regional manager of Packard Pla-Mor for the states of New Jersey, eastern Pennsylvania, Delaware, Maryland, Washington, D. C., eastern West Virginia and northern Virginia, according to Packard's president and general counsel, William H. Krieg.

"Herb's enthusiasm and geniality combined with his aggressiveness as a business leader will win him many new friends," said Krieg.

Val Spohn, of Homann Music Co. is recuperating fast from his trip to the hospital several weeks ago. He told me that his weight had gone up some 25 pounds since he started on the upgrade once again.

Lester Fleck, office manager at Myco Automatic Sales, informed me that Henry Kapson, formerly associated with the firm's companion office at Cincinnati, is no longer affiliated with Ohio Specialty there, but has gone into business for himself. Milton Cole of the same office is happy over the recent birth of an addition to the Cole household.

A visit to Central Ohio Coin Machine Exchange offices proved quite profitable. Sam Solomon had a box of cigars which he had recently purchased for distribution among well-wishers at the festivities following the birth of his son (he hopes!), which is an event of the near future. Some wag had already helped himself to Sam's cigars, so Sam decided there was no point in saving that box and was offering prenatal stogies to office visitors, including your reporter. Congrats to Sam and his wife who celebrated their ninth wedding anniversary in June.

Maxine Weisenstein was disappointed with weather conditions, too, because the rain ruined her chances to participate in the recent horse show. She said the wet ground made it too dangerous to chance taking the high jumps.

Getting heavy play among the high school set at Olentangy Village Recreation Center is Chicago Coin's *Basketball Champ.* Anthony Brothers Coin Machine Co. has several live wire machines at that busy recreation outlet.

The House Committee on Organization of State Government of the Ohio Legislature recently killed the Barnes Bill which would have provided for a license fee from $2 to $25 on coin-operated vending machines, whether they vend merchandise or service. The identical measure was presented to the House in the 90th General Assembly in 1933. Considered a dangerous measure, many groups opposed the measure, including the Ohio Dairy Products Assn.

The Ohio Automatic Picture Machine Co., Columbus, recently registered a stock program with the Ohio Division of Securities, James F. Merkel, chief of the division reported. The firm registered 250 shares of no par value common stock, at $20 per share.

Visitors to the annual convention in Chicago of the National Association of Tobacco Distributors included W. K. White, Walter Puetz and Arthur Puetz of the Garfield Novelty Co.

Wedding bells were an event of June 15 for Shannon Snyder of Tri-State Music Co., Portsmouth, and Fred Millhuff of the same city. Knowing them both personally, I send them personal and Industry congratulations and best wishes.

Patrons of Columbus restaurants and bars having wired music machines recently heard recordings of the Columbus Boy Choir. A special recording of *Shadrack* was played 16 times a day to call attention to the Junior Chamber of Commerce campaign for $40,000 for maintenance of the nationally-known choir. Maxine Weisenstein, of Central Ohio Coin, was pictured in a local newspaper placing a record on the turntable of the central record player at Metropolitan Wired Music Service Co., in line with the campaign.

Shortages of candy bars were apparent in local theatre vending machines early in June. One theater your reporter attended had but two varieties displayed in one of the two machines on location there.

W. D. Bailey, chief of the division of cigarette tax stamp sales for Ohio, recently stated that sales of the division for May were more than $25,000 higher than during the same month last year. Total net sales for the first five months of 1947 reached $6,158,805, as compared with $6,035,350 for the same period in 1946, an increase of more than $123,000, or 2.05 per cent.

Local cigarette venders were relieved to hear that a conference committee of the Ohio Senate and House of Representatives agreed recently to recommend to their respective houses that the proposal to levy an additional cent-per-pack cigarette tax to help pay a $300,000,000 World War II veterans' bonus be abandoned. The present tax is two-cents-per-pack.

Two nearby towns have written legislation covering coin-operated devices. A measure to legalize pin ball and other mechanical devices at $100 a year was sent to a second reading at a meeting of city council at Campbell recently. William Glass, city auditor, claimed the city needs more revenue. Meanwhile, at the regular meeting, Georgetown council adopted an ordinance providing for the licensing of all coin-operated devices, including phonographs and pin ball machines.

Shaffer Music Co. is pushing home sales of reconditioned phonographs via local neighborhood newspapers. The firm suggests the use of the machines for recreation rooms. A choice of models to play 16 or 20 records automatically is offered. Among recent visitors to the Shaffer office were: Irv McClelland, Seeburg district manager, sporting his usual assortment of gay neckties; Dave Caplan, of Morgantown, W. Va., who called Shaffer from Columbus Airport where he was changing planes; Max Cap-

lan, who phoned the same day, from Morgantown; George Alexander, of Buckeye Music Co., Cambridge, who also came to Columbus to fly in the Reserve Officers' program, but was grounded by bad weather; and Bob Taylor, of K. T. Enterprises, Portsmouth, who was in the office to pick up a new *Kilroy*.

Recently added to our list of benedicts who share congratulations with Joe Flynn, at Shaffer's, are Tommy Moriarity of the service department and Harry Hetterscheidt of the parts department. Alma Kaiser became Mrs. Moriarity and Evelyn Zinn became Mrs. Hetterscheidt. Both girls are Columbusites.

Chatter From Coin Row: Ira Carpenter, of New River Music Co., Oak Hill, travels to Columbus often to see his wife who has been ill. Best wishes for a speedy recovery . . . A three-month vacation trip through the West in a super-deluxe trailer is in the offing for Henry Orum, of Ace Coin Machine Co., Wheeling . . . G. E. (Tot) Clay has leased a new lot for a bus station at Coeburn . . . Keiser of K & K Music Co. is opening a new office in Sofia. He will handle records and appliances . . . Sporting a new Studebaker around the Moundsville area is Jim Bodley, of City Coin Machine Service. His dad, Homer Bodley, has a new Studebaker truck . . . Another new car buyer is Charlie Hoofstetter, who finally managed to wangle a new four-door Plymouth . . . The daughter of P. G. Kesner, of Circle Music Co., Wytheville, suffered a broken leg recently . . . One of the first to sport a new Tucker automobile will be Lee Glessner of Wheeling Coin Machine Exchange . . . Emmett Yeary of Coeburn reports that he will have a new route soon, with all new equipment, records and a truck . . . C. J. Starbuck of Colerain is driving a new Ford these days . . . A new car and a new truck which haven't arrived yet, are holding up Roy Clemens, of Roy's Music Service, Beckley, from taking his vacation . . . Walter Sauvageot is moving out to his farm to "get away from it all." He offered to let Charlie Hoofstetter, Shaffer's Wheeling manager, rent his town house, but Charlie and his wife feared they'd be lost in it. The house has ten rooms . . . Basil Palmer of the Music Box at Kingsport keeps the salesmen in "hot water" over new pin games . . . Proud of their new Seeburg remote equipment are Hobart Lawson and his associate, Sturzille. Lawson recently purchased a new Chevrolet . . . Buck Edwards and Bob Bender of Coin Machine Service, Charleston, are now operating the route at St. Albans formerly handled by Bert Edwards . . . Turney Renick, of C & R Music, Beckley, recently spent a few days vacationing in Florida . . . Hall, of Hall Amusement Co., Beckley, had the misfortune of damaging one of the rear fenders on his new Chrysler . . . Frank King, of Newark, and Frank Hoop, of Modern Music Co., same city, are both operating arcades at nearby Buckeye Lake amusement park this summer . . . J. E. Ray, of Hillsville, has been kept pretty busy with his new garage and agency for Plymouth and Chrysler . . . M. E. White, of White Amusement Co., Logan, has sold his entire operation to the Caladros Brothers of that city . . . A hard man to find is Elliot, of Elliot Sales, Gale City. His new garage, plus his coin machines and real estate, really keep him going . . . Charles Bartlett, of Christianburg, has just purchased another coin machine route . . . Stephens, of Wise Music Co., Wise, recently reported that his partner, C. M. Dale, was enjoying a swell vacation in Florida . . . Al Galloway, of Whitesville, is building an addition to his home . . . Bill McCormack, of Pratt, spent a week luring the wily trout . . . G. C. Fauber, of Belle Amusement Co., Bell, is the purchaser of a new truck . . . Ray Waybright, of Rex Specialty, Charleston, enjoyed the Daredevil show recently, along with his little daughter . . . Nick Nebel has converted his pick-up truck into a sound truck to advertise Zane Caverns which he purchased. It's reported Nick can really be heard now, when he turns up the volume . . . Lora Mariotti, of Mariotti Music Co., Freeman, is the proud papa of a new baby . . . One of the speedier local operators is Kenny Kelsey, of Central Music Co., Columbus. The boys say Kenny's always in a hurry . . . Stanley Spenski, of Eagle Automatic Music, Steubenville, is sporting a new Chrysler sedan with all the trimmings.

W. C. Arthurs

Denver

Jack Arnold, of the Ajax Music Co., recently returned from Wyoming and reports that he had a very successful trip, with encouraging prospects for continued growth of Packard popularity. In some sections of the territory collections have been a little slow due to bad weather conditions, but, with the coming of spring and with the tourists beginning to roll in, conditions have improved and collections in most of the Ajax territories are now beginning to zoom.

Eddie Zobec, who has had many years' experience in the business, has been added to the Ajax service department.

Burnham & Son Music Co., Lovell, operated by George Burnham, Jr., is securing new locations every day in the Big Basin Country. Jack Arnold reports that while George has only been in the business approximately two months, he is already talking and acting like a veteran music operator. Jim Aimonetti, Newcastle, reports very great success with his Packard installations, both in Edgemont, and in his home town of Newcastle. Forest Asa, another newcomer in the Torrington field, is operating phonos with great success.

According to Arnold, many operators are looking for a 24-month payment plan. With the cost of equipment today, many operators believe it is advisable to have their equipment financed on a 24-month basis even though they realize their interest rate will be somewhat higher.

A recent telephone communication to Arnold from Mrs. Pat Stevens, of Great Falls, Mont., advised that her husband passed away May 28. Stevens was a punch board operator, considered one of the best in Montana, and was well liked by everybody.

The Gaddis Distributing Co. is doing some additional remodeling of its store, installing new racks and enlarging the display room to provide for more efficiency in handling orders. Gaddis reports that business is good in all lines and especially in music boxes and pin balls.

The Gaddis family will celebrate the third birthday of son, James Peter Gaddis, this month by a neighborhood gathering. Young master Gaddis is named for his two grandfathers. James after his father's father and Peter after his mother's father.

W. E. Bosche, of Raton, N. M., is expecting a good tourist business. Opening of the legalized horse racing season in New Mexico, he said, would bring much additional business.

Operator Paul Bosche of Alamosa, reports that pin table business is excellent and that the fishing is better. He is contemplating the best tourist business ever in southern Colorado. Gus Carter, of Ft. Collins, is very happy as the proud owner of a new Buick. He is operator of punch boards, etc., and reports big business in the mountain resorts. Ed Sully, of the Sully Specialty Co., is on a trip to western Nebraska and Kansas, then back by way of Springfield, Colo., to Denver. Lou Belotti of Walsenberg is reported very happy with his new machines.

Recent visitors in Denver and reported by Gaddis Distributing Co. are: Don Tharpe, Automatic Music Co., Grand Junction; Don Chipp, Chipp Music Co., Rock Springs; Dick Reeves, Rocky Mountain Coin Machine Co., Pueblo; Frank Merindino, Sportsman's Novelty Co., Cheyenne; O. G. Gibbs, Laramie; Ralph Fuller, Mile High Music Co., Greeley; Ned Manning, Manning Sales Co., Colorado Springs; Charles Whale, Western Novelty Sales Co., Colorado Springs; Vincent Pina, New Mexico Novelty Co., Las Vegas; Walter Paulk, Sportsman's Novelty Co., Sidney.

When I visited the Wolf Sales Co. it seemed a very busy place. Wolf Reiwitz said that in the past two weeks the company has added four new employees, viz: Ronald M. Williams, porter; Charles E. Sears and Flor J. Kloverstrom, service department, and Derwood D. Christie, bookkeeping department. Reiwitz had just returned from a trip to one of his other offices, stopping in San Francisco for a short visit with his daughter. He reports that in addition to recent remodeling, which included finishing two large executive offices, the company is now starting to remodel its showroom, which occupies the entire front of the building. The new addition to the Al A. Roberts family, a baby daughter named Kathy, makes Reiwitz several times a grandfather. A. C. and Al A. Roberts, who are presently in the East on business, plan to meet Reiwitz in the near future at Hammergren's Lodge, Fishermen's Point, Cross Lake, Minn., for a Wurlitzer distributors meeting.

Customers who recently visited the Wolf Sales Co. office were: Joe Warrington, R. F. Fuller, Harold Rounds, Tommy Shockley, Lou Nuttall, Albert Richardson, Charles Hetts, B. J. Drasky, Joe Magnone, and Leo Benedetti.

Gibson Bradshaw, of the Denver Distributing Co., reports a booming business at Denver parks and arcades. Lots of new machines and equipment coming in all the time. Out-of-town callers on business were: C. W. Schlicht, manager music division of Mills Industries in Chicago, who remained for several days following Memorial Day; Corley Phelps, representative from the Coin-O-Matic Cashier, Chicago, and Perry Kinzie from the sales department of Mills Industries. Kinzie is a golf enthusiast, residing in Tulsa, Okla., and expects upon his return to that city to compete in a golf tournament.

Jay Perkins, who recently returned to the Denver Distributing Co. as mechanic and service man, announces that he is the proud father of a new son named Ronnie Jay. During last month's late cold snap, with rain and snow, Gibson Bradshaw and his son spent half of one night building smudges in an effort to save the cherries on his prize cherry tree—and believes he was successful.

Modern Distributing Co. reports a war romance in the marriage of Don Whitney, of the service department, to a French war bride in Algiers, Africa, while he was stationed there. Since their return Mrs.

Whitney became an American citizen. She has been somewhat homesick for her family and friends and left the latter part of May for an extended visit, going first from New York to England, then to France for a visit, then over to Africa and after a visit there will return by way of South America and Mexico to California and back to Denver.

Maynard Todd, sales manager phonograph division of Rock-Ola, visited all Rock-Ola operators in this territory during May. Leo Negri, Modern's sales manager, recently made a trip to the Western Slope and to Wyoming. He is at present in Wyoming.

The Blackwell Distributing Co. recently received its new Aireon phonograph model. It is being shown and is very well received, according to Mrs. Nilla King of the company. The model is somewhat smaller, with some minor differences, but in the main has all the good qualities of Aireon machines.

Clarence Burg, of the Walker Music Co., is planning on a vacation in the near future, together with his family.

Frances Conrey

New Vending Department At Ferrara Candy Co.

CHICAGO—*Sweet Shell* is a new trade brand name to cover a variety of products for selling in bulk vendors, now offered by Ferrara Candy Co. here. Among the items to be offered for bulk vending are coated peanuts, lozenges, baked bean confections and other forms well known to the trade. A variety of peanut coatings will be offered.

George Eby, so well known to the vending trade during his many years of association with Pan Confection factory here, heads a new vending machine department in the Ferrara firm. Eby refers to the summer season and says he will give special attention to operating needs for the warm season. He has made a specialty of studying hot weather problems that confront operators and will be glad to offer his suggestions to any inquiring operator. He worked in close cooperation with some of the largest bulk vendor operators in the country during recent years and his company is making its merchandise to conform to ideas gained from the trade.

Eby says the firm also offers some five-cent packaged items, including chocolate coated nuts and beans, which will prove good summer sellers in regular candy bar machines.

Eby has long championed the idea of cleanliness in vending machines and says he has not lost his enthusiasm for the idea. He says cleanliness is more important during the summer months than any other time.

Columbus Vendors Popular

OAKLAND—Because Columbus vendors are low in price and easy to service, thereby enabling operators to buy a large quantity of machines for a small investment, more and more vending men are climbing aboard the Columbus bandwagon and riding to Profit Lane, according to Bert Fraga, whose Standard Specialty firm distributes the machine in Northern California.

"Due to a strike in the glass factory, production has been slowed down," Fraga said, "and shipments from the factory have likewise decreased. We ask our many customers to bear with us for a short time until this situation clears up. Take it from thousands of successful vending operators throughout the country—it pays to wait for Columbus."

Personality of the Month

THE REVIEW'S HALL OF FAME

Carl Trippe

Whenever any coin machine operator around St. Louis calls Carl Trippe a "South Side Dutchman," Carl takes it as a compliment—for in 15 years of activity in every phase of the Coin Machine Industry, he's come to believe that it takes the phlegmatic calm characteristics of a Dutchman to make a go of the business.

Now one of the best-known figures in St. Louis Coin-machinedom, Trippe got into the Industry "by the back way." In 1930 he was driving an express truck, which was frequently called upon to deliver phonographs, pin balls and vending machines to locations in and around St. Louis. Carl, like everybody else in the pre-depression years, was on the lookout for a worthwhile business to invest in, and when he found that the most promptly-paid bills for his express service were invariably connected with the Coin Machine Industry, he said to himself, "That's it."

Unlike many operators who plunged in with big investments and lived to regret it later on, Carl started on a small scale. His first warehouse and office was a garage in back of his home in South St. Louis, where in 1932, he bought his first pin ball machine, augmented by a stock of Northwestern peanut and candy vending machines. At that time locations were to be had for the asking, and Carl had no difficulty in spotting every machine he could rake up the money to pay for.

Trippe invested in more and more equipment. From the outset, however, he was impressed with the role played by the distributor in the Industry, and he began clamoring for distribution rights almost from the start. Thus, in 1932, he was awarded distributorship for the newly incorporated Bally line, and shortly afterward Northwestern vending equipment, and a couple of others which have since gone out of business.

Distributing from a garage didn't carry quite the necessary prestige, Carl decided. Therefore, in 1936, he took over what had been a grimy, narrow shop on Market St. near downtown St. Louis, which quickly became a sort of coin machine museum for operators. Carl was one of the first distributors to set up a service shop available to all operators, to carry a complete stock of parts, and to both operate and distribute with the same equipment. He proved himself so successful in both fields that he won the Rock-Ola franchise for St. Louis, and extended his operating activities. Since then, of course, operating has become such a headache that Carl has unwillingly sacrificed most of his routes to the pressure of a distributing business—all except for one small phonograph route which he still maintains to more or less "keep his hand in."

The Market St. location soon overflowed with pin balls, vendors, phonographs, parts, punchboards, merchandise lines, and in fact, everything related to the coin machine field. Carl gradually took over adjoining shops, knocked out partitions to form a huge warehouse, but still bulged at the seams. During this period, St. Louis coin machine operators and distributors got together to form the old Phonograph Owners of St. Louis Association, Missouri Vending Machine Association, etc., which have since been transmuted into the present Missouri Amusement Machine Association.

About 1939, when it was impossible to get so much as another roller skate into the Market St. headquarters, Carl took a big breath and decided to put distributing on a grandiose scale previously unheard of in this area. By careful maneuvering, he got the lease on a two-story, 7500 square foot building at 2833 Locust Ave., where the present Ideal Novelty Co. still holds forth. A lot of operators will recall with nostalgia the opening party and banquet which Carl staged. Manufacturers' representatives from all his lines were on hand, photographers shot pictures, banquet tables were loaded down with fine foods, and an 8-man bar went full-blast. The Locust St. headquarters were the biggest thing in coin machine circles at the time, with extensive repair shop, huge warehouse space in basement and second floor, and a sales office complete with separate showrooms, executive offices, and vast display windows. Just prior to the war, this building, too, became over-crowded.

"Anyhow it was a big improvement over the catacombs we had to work in on Market St.," Trippe has been known to say.

About five years ago he became highly interested in arcade management, with the result that Ideal Novelty Co. arcades popped up in the downtown district, and in four amusement parks surrounding the St. Louis area. Not content with buying and selling, as well as operating arcade equipment, Trippe also looked into the roller rink field, and has owned as many as five or six at a time. Right now there are three Ideal roller rinks. Buying and selling arcades, operating them in amusement parks, and enjoying substantial success with his roller rinks, Trippe went through a lot of refinancing manipulations and loans, which has always kept the head bookkeeper at Ideal Novelty on his toes. For the past several years Trippe has kept up his arcade operation in three amusement parks, one of which, "Chain of Rocks," he bought outright and operates as a branch of Ideal Novelty. Thus, he owns a distributing business, coin machine route in central Southeast Missouri, a phonograph route in St. Louis, a series of arcades and roller rinks, and last but not least, two roller coasters. Not a bad spread, some observers say, when you realize he began with a few peanut vending machines in a one-car St. Louis garage!

Now 46, and slimmed down after a year's tussle with a reducing diet, Trippe tears himself away from work occasionally to indulge in his three hobbies, fishing, photography, and traveling. With Mrs. Trippe, he frequently takes his two children, Marlene and Carol, 9 and 11 years old respectively, on extended trips to New York, Chicago, and New Orleans. At Christmas, the Trippe home annually wins St. Louis awards for holiday decorations. As a means of relaxation, Carl carries an expensive candid camera, and has at one time or another snapped almost every customer or business associate who will stand still. For the past two years he has been telling operator-customers that he's retiring; that the pressure is too much—but the chances are that ten years from now he will still be on the scene.

Candy-Coated Gum

CHICAGO—Leaf Gum Co. will soon introduce a new candy-coated chewing gum to the market, in addition to several other developments now on the work boards.

The new product will be merchandised under the trade name "Leaflets." P. R. Trent, director of sales and advertising, states that the gum will incorporate several new factors in the field.

Kwik-Cafe Coffee Vendor Debuts in Philly

PHILADELPHIA — Two former GI's here have developed a coin coffee machine which they claim is the only automatic dispenser on the market at present.

In production only a few months, the machines already are going over big on locations in this area and the two partners, Lloyd Rudd and K. Cyrus Melikian, are about ready to move into a new and larger plant.

Operating as Rudd-Melikian, Inc., the two partners got the idea for a coffee machine while they were stationed at Wright Field, Dayton, Ohio. They saw soldiers going in and out of PX's there and gulping coffee like mad. They concluded coffee was a big business.

Both are graduate engineers, and they put their professional heads together to attempt an engineering solution of the coffee problem.

Called Kwik-Kafe (with an accent on the final "e"), the machine delivers coffee piping hot in a Dixie cup five seconds after inserting a nickel in the slot. After the coin is inserted, a cup is released and hot water and liquid coffee are poured into it. At the same time, a wooden spoon is part way ejected from a slot. The buyer then can press control buttons to inject liquid cream or sugar, or both, into the concoction. An added feature is that the entire dispensing area is constantly bathed in sanitary, ultra-violet light.

Aiming at the coffee-consuming market in industrial plants, the two partners are stressing in their advertising that "coffee service boosts production." At their first public showing, they gave away a research study by Pan-American Coffee Bureau on the value of coffee as an aid to factory production. Engineers at the showing were impressed.

On hand to demonstrate the machine were two men who left big jobs to throw in their lot with Kwik-Kafe. They are Arthur (Mike) Silverman, for years with Spacarb Philadelphia Co., who is selling for Kwik-Kafe, and John A. Jackson, who gave up a job selling railroad cars for Budd Co. to become Kwik-Kafe sales manager and distributor in North Jersey.

Both Silverman and Jackson, enthusiastic about the present machine, revealed that future models are to be given greater refinements. New machines are soon to have coin changers and adjustable controls so that the consumer can regulate how much sugar or cream he wants.

Statistics on the machine are: operates on AC current. but can be converted to DC; measures 18 inches deep, 35 inches wide and 71 inches high; dispenses 425 cups without refilling and every cup is 165 degrees at serving. The cabinet is finished in cream and brown. The company sells the liquid coffee and sugar to go with the machine but an operator can supply his own. Profits are said to be better than 50 per cent.

Fruit and Ice Cream

NEW YORK—Ice cream provides the fruit farmers with an annual market of 50 million pounds of their product, and as ice cream vendors continue to grow in popularity and thus open new outlets, many more pounds will be utilized.

Fruits used include strawberries, peaches, raspberries, cherries, pineapples, limes, cantaloupes, oranges, bananas, apricots, blackberries, blueberries, Boysenberries, raisins, dates, figs, pears, grapes, lemons, Loganberries, nectarines, currants, apples, plums, and avocados.

Doctor Seeks Nuisance Abatement on Phono

PHILADELPHIA—Music machine operators here are watching with interest a suit started recently by a physician to have music boxes in a store next to his office declared a nuisance and the nuisance abated.

Dr. Philip Getson brought his action in Common Pleas Court No. 4 against Nathan and Irving Brown, who operate a candy and cigar store at 2601 N. 29th St. The doctor alleged that noise from the machines and from loudspeakers used with them caused him pain and annoyance, loss of sleep for himself and members of his family and interfered with his practice.

He asked the court to "prohibit operation of the boxes in an objectionable manner" and to prohibit their operation from 10 p.m. to 7 a.m. weekdays and all day Sunday and to forbid the defendants to cause crowds to gather in front of their store.

Bubble Gum "Testers"

SAN GABRIEL, Calif. — The air has been filled with the sound of popping bubble gum here recently—and it's all because H. A. Marshall, owner of California Fruit Chimes Co. has called upon local school children to conduct daily free "tests" of his gum.

Word of free bubble gum traveled like lightning, and now every afternoon after school a block-long line of youngsters are queuing up for a sample chewing of the day's batch. At first, Marshall tried to accommodate everyone, but now he's set a quota and it's first come first served.

Recently, the testers included Bob Hope's radio show, with Frank Sinatra and the rest of the cast. Occasion was the benefit show for the Alhambra YMCA. Marshall, who started out three years ago making lollipops, enjoyed the show, the bubble gum gags—and the publicity—as much as the kids.

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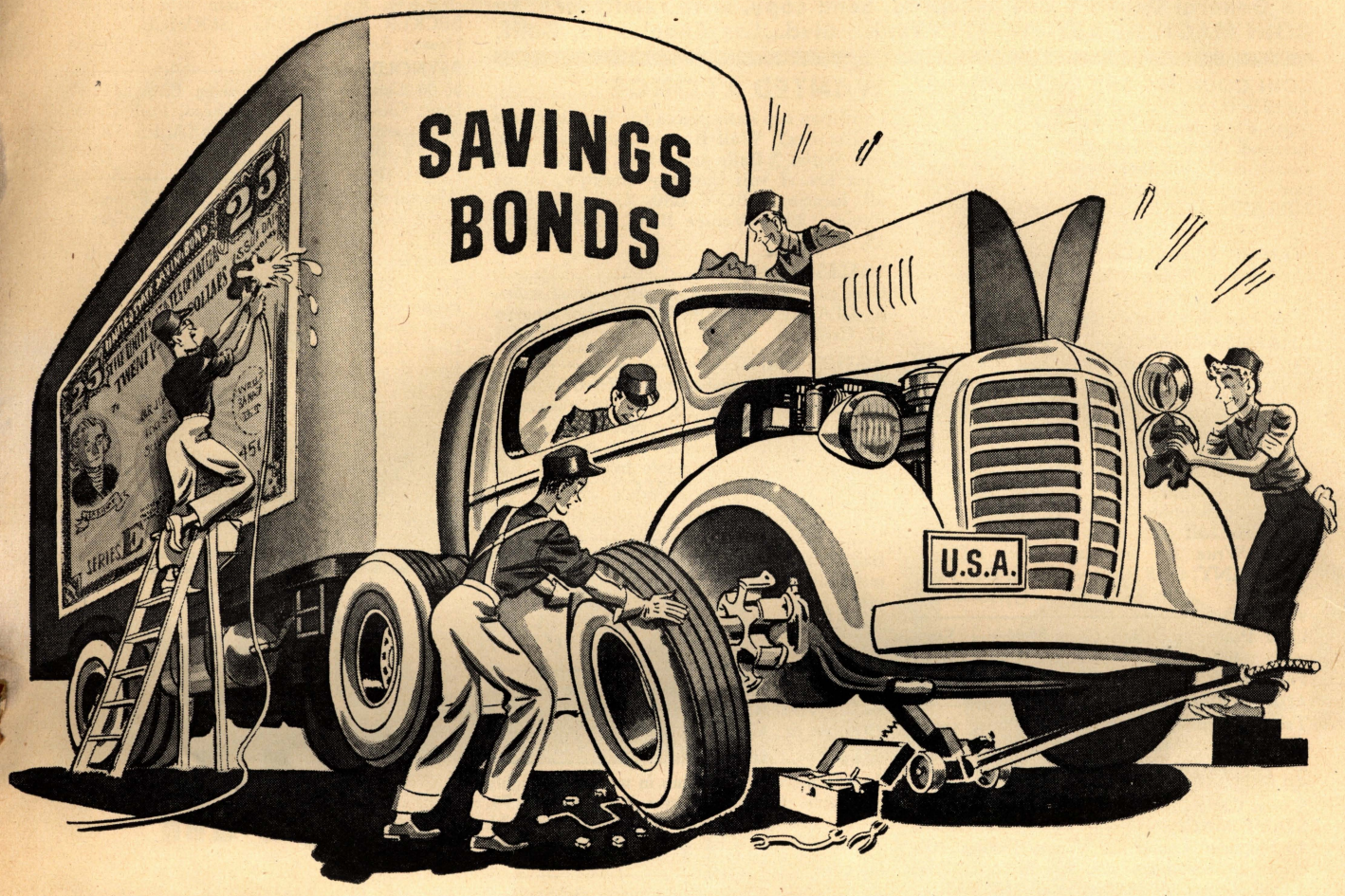
Time for a **Spring Check-up...**



on the plan that delivers Peace of Mind

THANKS to the work of patriotic volunteers, the U. S. Savings Bonds program has carried America a long way up the road to economic security.

During 1946, in spite of all the problems and uncertainties the nation faced, sales of Savings Bonds *exceeded redemptions* by $1,389,216,000. The success of this great sales operation has helped stem the tide of inflation, has reduced public debt holdings of the banking system, and has given millions of citizens a stake in their country and a profitable investment in their own futures.

Yes, we've come a long way—but the trip isn't over! Now is the time to check up on your Payroll Savings Plan. Make sure that all your new employees are familiar with its advantages. Remind *all* your employees that there's no easier, surer way to build their own futures—and America's—than by buying Bonds regularly through the Payroll Savings Plan. Every $3 invested pays $4 at maturity!

For any help you need in conducting the Payroll Plan, call on your State Director of the Treasury Department's Savings Bonds Division.

New Savings Bonds Plan won't affect the P.S.P.

SOON the Treasury Department and the banks of America will make it possible for farmers, doctors, and other self-employed people to participate in "automatic" Bond buying by special arrangement with their banks. This extension of the Savings Bonds program is not a partial payment plan and is intended *only* for people who are not in a position to take advantage of the Payroll Savings Plan.

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH——
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

CHARMS—CHARMS—CHARMS ——
Buy direct and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. ADAMS-FAIRFAX CORP., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

NEW AND PRECISION REBUILT——
LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (JJASON-P)

WANTED——
Used Peanut and Ball Gum Machines. State make, model and quantity. THOMAS NOVELTY CO., Paducah, Ky. (MJJ-P)

ADAMS ONE-CENT VENDING GUM——
Tab, Spearmint, Peppermint, Clove, no candy coated, 52 cents per box, F. O. B. Kansas City. 25 per cent with order, balance C. O. D. SILENT VENDING CO., 3718 Prospect, Kansas City 3, Missouri. (J-C)

STAMP MACHINES——
10 Shipman Triplex, 20 Victory Duplex. Machines are brand new and still in crates. Also 4 used Victory. $700.00 takes all. MESARIK, 922 Lincolnway East, South Bend, Indiana. (MJJ-P)

WANTED TO BUY——
Mills Escalator-type Slot Machines, Blue Fronts, Roman Heads, War Eagles, Extraordinaries, etc. Working order not important. Also Slot Machine parts. GRAHAM, 212 East Palmer Ave., Glendale 5, Calif. CItrus 1-1093 (TF-C)

BEVERAGE VENDING MACHINES——
60 Bally type Automatic Cup Dispensing Soft Drink Vending Machines. ROYAL CROWN VENDORS, Rm. 810, 139 North Clark St., Chicago 2, Ill. (JJA-C)

WANTED——
Salesman with experience to sell routes of the famous Asco All Purpose Machine. Also Asco Coin-Operated Radio. Earnings $500 per month up. When writing give all information. ASCO VENDING MACHINE EXCHANGE CORP., 55 Branford Street, Newark 5, N. J. (MJJA-C)

BALL GUM——
Will make more money. Reconditioned good-as-new peanut machine with 5# peanuts, $8.50; ball gum machine with 500 balls gum, $9.50. Third with order. T. O. THOMAS CO., 1572 Jeff., Paducah, Ky. (JJA-P)

CIGARETTE AND CANDY VENDING——
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P)

WANTED AT ONCE——

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SCALES WANTED——
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

AGENTS WANTED——
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

WANTED AT ONCE——
Ball Gum Machines. Please state model of machines, number of machines available and your lowest price. PAUL SCHWARTZ, 4517 N. Broad St., Philadelphia 40, Pa. (MJJ-P)

BUBBLE BALL GUM——
33c per 100 balls. Winner balls 40c per 100 balls. AMERICAN BALL GUM, 1326 Congress St., Chicago 7, Ill. (J-C)

MARBLES——
Use in place of Ball Gum in machines. Highly profitable. Size 9/16", case of 7000 for $8.75. Full cash. VARIETY SALES, 1058 N. Rockwell Street, Chicago 22, Ill. (MJJ-P)

BUBBLE BALL GUM——
Combination Deal: 5,500 pieces Bubble Ball Gum and 7,000 Marbles, 9/16" size, all for sensational price of $27.50. Full cash. VARIETY SALES, 1058 North Rockwell, Chicago 22, Ill. (JJA-P)

BALL GUM——
Will make more money. One good-as-new reconditioned machine and 500 Balls Gum, $10.50. 1/3 cash. THOMAS NOVELTY CO., Paducah, Ky. (MJJ-P)

SCALES FOR SALE——
72 International Ticket Scales, factory reconditioned, ready for location. These scales worth much more. Price: $120.00 each, 1/3 with order, balance C. O. D. With each scale you get $120.00 in tickets. You can't go wrong, the tickets pay for the scale. Every Woolworth store in the U. S. has these scales. Go and take a look at one and send in your order. Entire lot open for bids. Also 35 J. B. Watling tall octagon scales, full reconditioned and ready for location, at $40.00 each. HARRY KOLB, 1320 Ardmore Ave., Chicago 40, Ill. (J-P)

BUBBLE BALL GUM——
5/8 size, 25 lb. cases, one to ten cases, $17.50 per case; eleven cases and up, $16.50 per case. Imported Bubble Gum 1c, 120 count, 80c per box, no orders less than ten boxes, f.o.b. Lexington. Cash with order. H. D. HARRIS VENDING MACHINE CO., Box 589, Lexington, Kentucky. (J-P)

FOR SALE——
30 25c Advance—2 Peerless Prophylactic Machines, 2/3 of them refinished, $8.50 each. DAVE LARKIN, 1200 W. Michigan, Battle Creek, Michigan. (J-P)

MILLS CLOCKS REPAIRED——
$5.00. Fifteen rebuilt Clocks, $5.50. Cash Boxes, $10.00 dozen; 100, $50.00. Brass no-value Checks, Penny, Nickel, Dime, Quarter, $2.50 M. COLEMAN NOVELTY, Rockford, Ill. (JAS-P)

PEANUT MACHINE OPERATORS——
Contact us at once for details on how to double and even treble profits from your machines. BECKER VENDING SERVICE, 105-4 Dewey, Brillion, Wis. (TF-C)

REYNOLDS PENS——
$6.00 Doz.; Mystery Drinking Birds, $11.95 Doz.; Chocolates, Radios, Chests, Push Cards, Salesboards, etc. DELUXE SALES COMPANY, Blue Earth, Minnesota. (J-C)

CASH TRAY 5c——
Almond and nut vendors, cartons of 6 vendors, $7.50 each; in lots of 24, $6.50 each; lots of 100, $5.50 each. HECHT NEILSEN, 1322 Congress St., Chicago, Ill. (J-C)

FOR SALE——
Penny Arcade on Long Beach Pike. Value of equipment, $12,500. Will sell for $9,750. Phone Long Beach 670-339 or write 414 West Pike, Long Beach 2, Calif.

USED MILLS SLOTS——
5c Bonus, $137.50; 10c Bonus, $147.50; 5c Blue Front, $97.50; 5c Brown Front, $107.50; 10c Gold Chrome Bell, $160.00; 25c Dragon Head, $49.50; 25c Black Front Special, $150.00. Automatic Coin Machine Corp., 338 Chestnut St., Springfield, Mass. (JAS-P)

JULY 14th

Is the deadline for advertising in the August issue of COIN MACHINE REVIEW and AUTOMATIC VENDING

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Contact our nearest office today for choice position.

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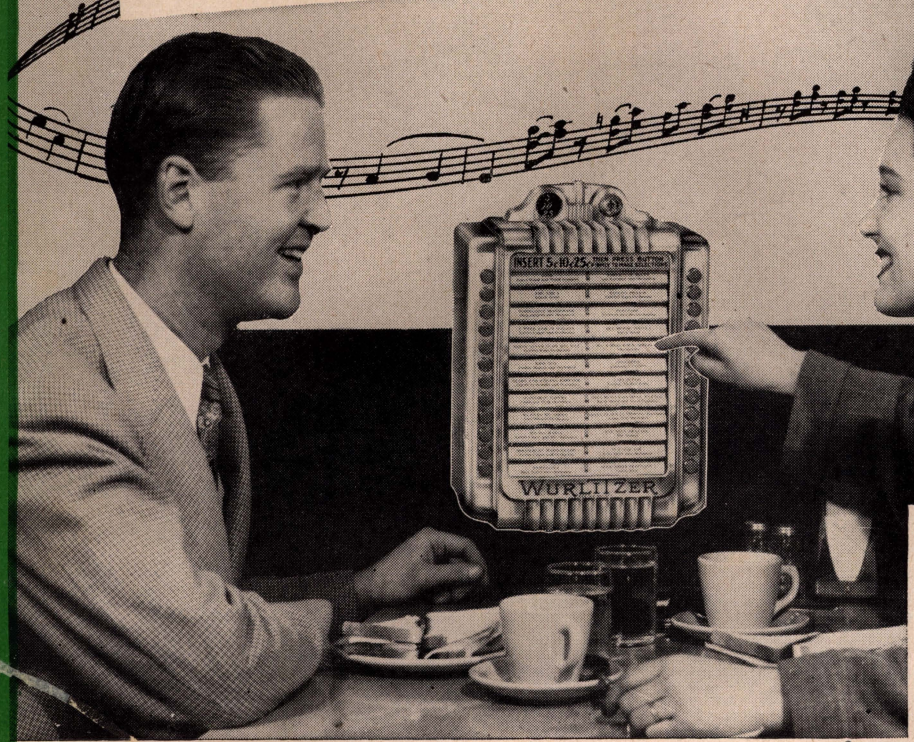
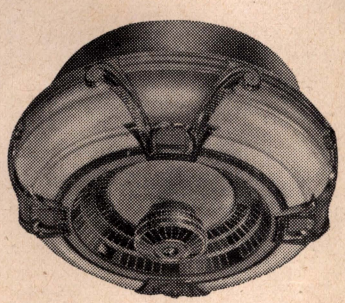
on page 110 of this issue.

Now! Tailor your music to each location





MODEL 4008
Super Deluxe Wall or Ceiling Speaker

. . . with a WURLITZER MUSIC SYSTEM

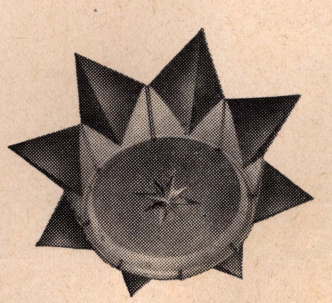
YOU'LL INCREASE YOUR PROFITS!

● You know it on your route. Every location varies in size, in shape and in acoustical properties. How can you be sure that every patron in each location is hearing Wurlitzer Music at its best...at a volume level pleasing to the customer?

There's only one answer. Install a Wurlitzer Engineered Music System. Be sure of proper distribution and you can be sure of increased play. No blasting. No dead spots. The right music tone everywhere, whether it is a single or multi-room location.

Talk it over with us. We'll check your locations, recommend the right speakers properly placed to provide extra play-promoting, extra profit-producing music.

MODEL 4005
Round Walnut Speaker



MODEL 4002
Multi-Colored Wall or Ceiling Speaker

CLARK DISTRIBUTING COMPANY

Exclusive WURLITZER *Distributors for the Pacific Coast*

SAN FRANCISCO	LOS ANGELES	SEATTLE
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Avenue, West
SUtter 5342	REpublic 4155	GArfield 0427

THE ODDS-ON FAVORITE IN THE PROFIT DERBY

The New Free-Play Token Model of Track Odds

FOR SHEER BEAUTY AND SHEER MONEY-MAKING POSSIBILITIES, TRACK ODDS IS UNSURPASSED

Come In and See It Today

BUCKLEY TRACK ODDS INCORPORATES ALL THE THRILLS AND EXCITEMENT OFFERED AT THE TRACK

SEVEN COIN RACE HORSE CONSOLE CAN BE USED IN FREE-PLAY TERRITORY

GOOD NEWS FOR MUSIC OPERATORS

THE NEW MIRROR-TONE SELECTOR IS NOW ON DISPLAY

ADAPTABLE TO ALL YOUR PHONOGRAPH HIDEAWAY UNITS

OUTSTANDING FEATURES:

- ★ *Choice of various mirror designs*
- ★ *Eye-catching lighting effects*
- ★ *Brilliant Glow-lite corners—unbreakable—won't burn or shrink*
- ★ *Serviced from front*
- ★ *Used with any hideaway unit*
- ★ *Easy program slip removal*
- ★ *30-wire electric selector—24-button*
- ★ *Accepts 5c, 10c and 25c coins*
- ★ *Welded steel fireproof construction*
- ★ *42" wide x 76" high x 14" deep*

SEE MIRROR-TONE BEFORE YOU BUY

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Graystone 7878

2277 W. Pico Blvd.
LOS ANGELES, CALIF.
DRexel 7341